

Plain Talks

GULF STATES UTILITIES CO.

OCTOBER, 1958



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Plain Talks

A magazine for employees of Gulf States Utilities Company

October, 1958

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A SALUTE TO A STATESMAN

Congressman Ralph W. Gwinn of New York, who is proposing establishment of a commission to study government competition, wrote recently that every tax-paying American businessman should have the following statement printed in large type, posted on their desks and pasted in their hats:

"CAPITAL PUNISHMENT IS WHEN THE GOVERNMENT TAXES YOU TO GET CAPITAL, IN ORDER TO GO INTO BUSINESS IN COMPETITION WITH YOU, AND THEN TAXES THE PROFITS ON YOUR BUSINESS IN ORDER TO PAY ITS LOSSES."

Very likely this was written by someone as a joke. But as Congressman Guinn writes in a National Associated Businessmen, Inc., pamphlet, unhappily the statement is quite true. The electric utility industry is particularly aware of government competition in whatever guise it assumes. We have pointed out for years the unfairness of having federally subsidized (with our tax money) electricity from allegedly non-profit, certainly non-taxpaying sources, on the one hand, and electricity from investor-financed, tax-paying electric companies, on the other hand.

Congressman Gwinn goes further. He says "Let me suggest that the termination of Government's unnecessary competition with private enterprise be made a burning issue in every Congressional campaign this fall—that every candidate in every district be called upon to state formally that he is for private enterprise and against tax-free

Government competition if he expects to get the votes of taxpaying citizens."

It's reassuring to know that men like Congressman Gwinn are in Washington, and that public power groups don't have a clear field toward their goal of complete socialism for America.

—JST

MANY AREAS FLOODED BUT KILOWATTS CONTINUE

September, always one of the most feared months for electric utilities, passed into history this year without too much fanfare. There were storms aplenty brewing in the Gulf of Mexico and in the Atlantic Ocean, and Tropical Storm Ella brought back distasteful memories of last year's Hurricane Audrey. But Ella died in the Gulf, as did her earlier sisters.

Not that nature ignored our area last month. Some of the heaviest rainfall in more than a decade caused misery and thousands of dollars worth of damage in many sections of our service area (see pictures on page 15).

Not much mention was made of the fact that, while high water swirled down the streets and crept into houses, Reddy Kilowatt remained on the job, damp but undaunted. This points up the pretty obvious fact that old Reddy does a pretty good job of being around whenever anyone flips a switch unless wind knocks down his delivery route or drops trees and tree limbs across his path.

The damp situation brings to mind a catchy caption from a Company advertisement of a few years back: "Water, Water, Everywhere, But the Electricity You Need Sails Through."

—JST

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OUR COVER



Halloween, the time for witches and hob-goblins, is drawing near and these three young Gulf Staters are prepared. Jack O'Lantern winks knowingly at the fun the youngsters will have October 31 when they go trick-or-treating around their neighborhoods. Left to right they are Debbie Cornelius, daughter of J. R. Cornelius in Beaumont Engineering, Stephen Marshall, son of Gulah "Dude" Marshall, Beaumont Records Management Department and Lisa Faye Sandlin, daughter of Earl Sandlin, Beaumont Engineering.



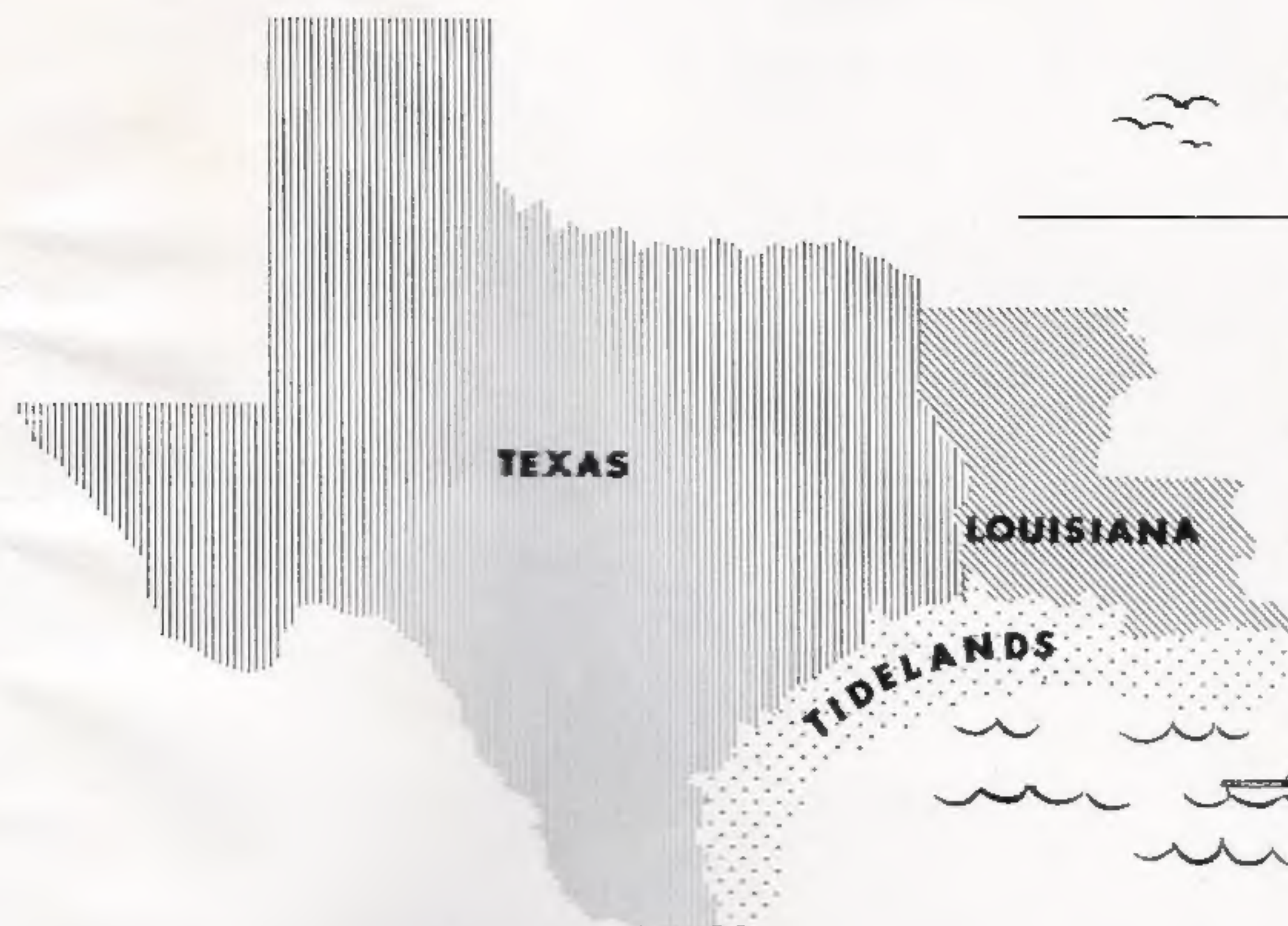
Offshore oil

*...it spurs business
in our area*

Man's continuing quest for oil—that versatile substance that lubricates the wheels of progress—has taken him to some strange places in this world.

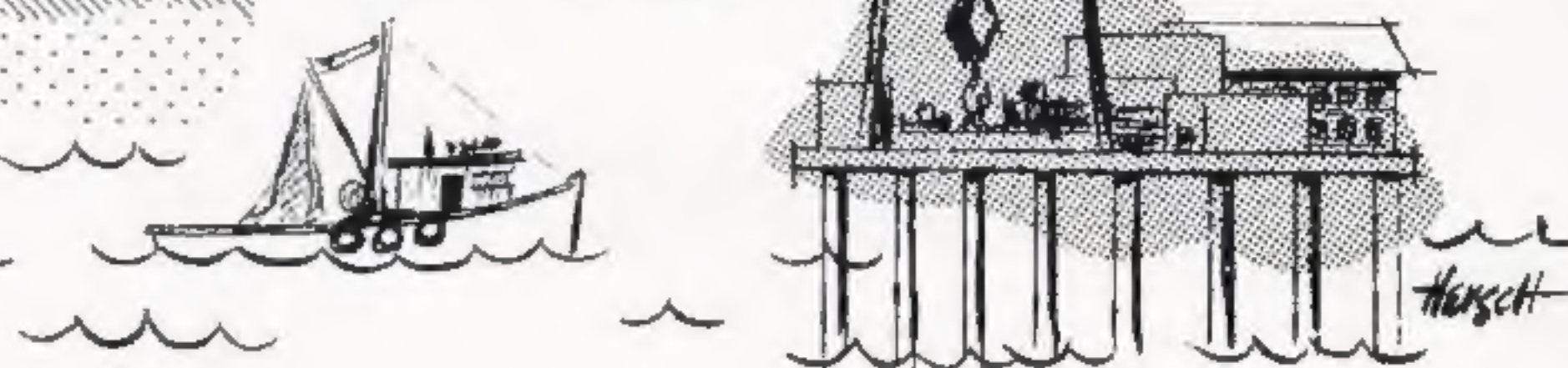
Today, as the oil industry prepares to observe its 11th annual Oil Progress Week, October 12 thru 18, the frontiers of the oil industry lie within the watery boundaries of the oceans which cover nearly $\frac{3}{4}$ of the Earth's surface. A prize example is the much discussed tideland area of the Texas-Louisiana Gulf coast.

Production potential of offshore regions is impressive. Ken W. Davis, a leading petroleum geologist, estimates that off Louisiana and Texas alone there are oil reserves of 30 billion barrels and gas reserves of 240 trillion cubic feet. His estimate was



TIDELANDS-

OIL FROM BENEATH THE SEA



for an 85,000 square mile strip extending 50 miles into the Gulf of Mexico.

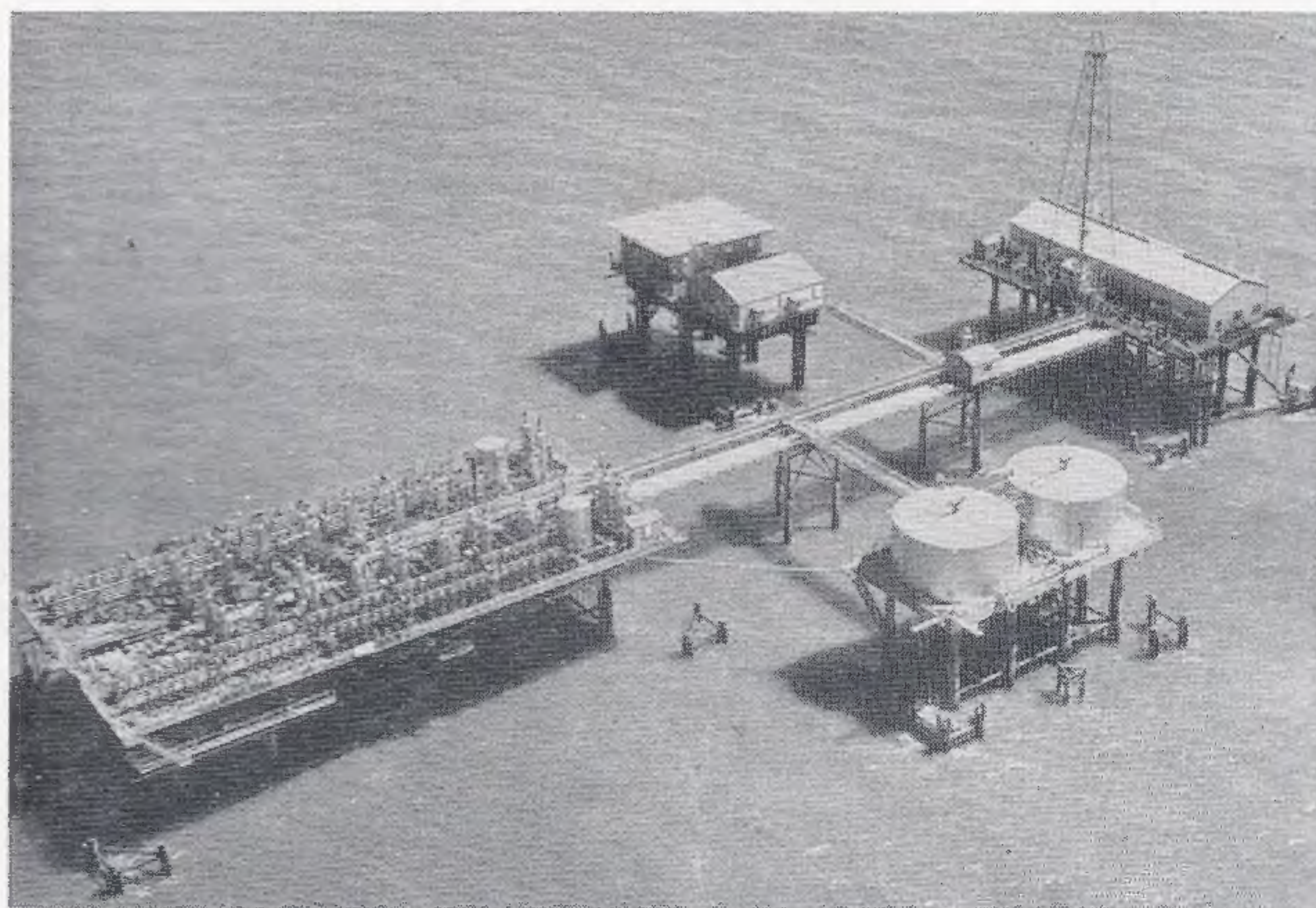
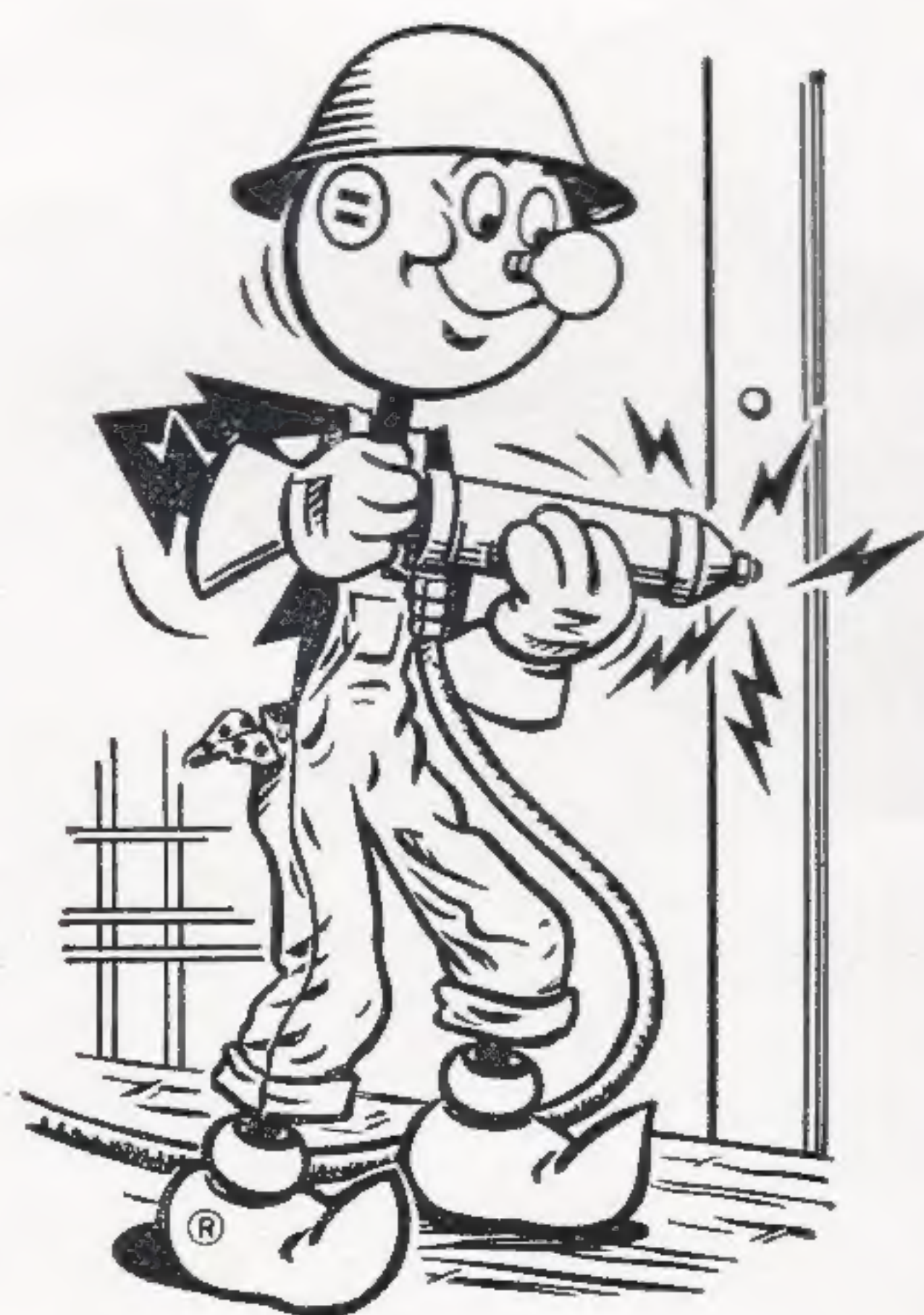
About 1.5 billion barrels of oil and nearly 20 trillion cubic feet of gas have been tapped in the tidelands by the drill bit since large scale production began less than ten years ago.

Oil explorers, with their record of unique experience looking for oil beneath mountains, in icy northern wastelands and in our area's swampland, had to call on their imagination once again to devise new equipment to probe beneath the waves. And this time Reddy Kilowatt was able to pitch in and help our neighboring industry as witnessed by the recent completion of the Glasscock Drilling Company's "Mr. Gus II." This mobile unit, one of the worlds' most powerful, was built by one of our Company's industrial customers in Beaumont, the Bethlehem Steel Company. Drilling 47 miles from shore, this mammoth rig gained a new oil discovery in 96 feet of water, that produces 269 barrels of oil per day.

At present about 40 rigs are working off the coast of Texas and Louisiana and, if the present rate of drilling continues through 1958, about 500 wells will be drilled and about 350 or 375 completed as producers. This seems to be a high completion average, but operators can hardly afford to forego \$500,000 to \$1 million per well unless they are reasonably sure it will produce.

Another leading offshore region is Lake Maracaibo, Venezuela, with more than 7,000 derricks rising above the inland lake. Offshore production was begun here in the 1920's and continues to be a boom center since only about half the lake has been developed. New wells producing 3,500 to 10,000 barrels a day are continually being brought in.

Wherever offshore operations are carried on numerous supporting industries spring up ashore to supply food, transportation and supplies. In this pioneering activity of the oil industry, the transportation field utilizes its newest development, the

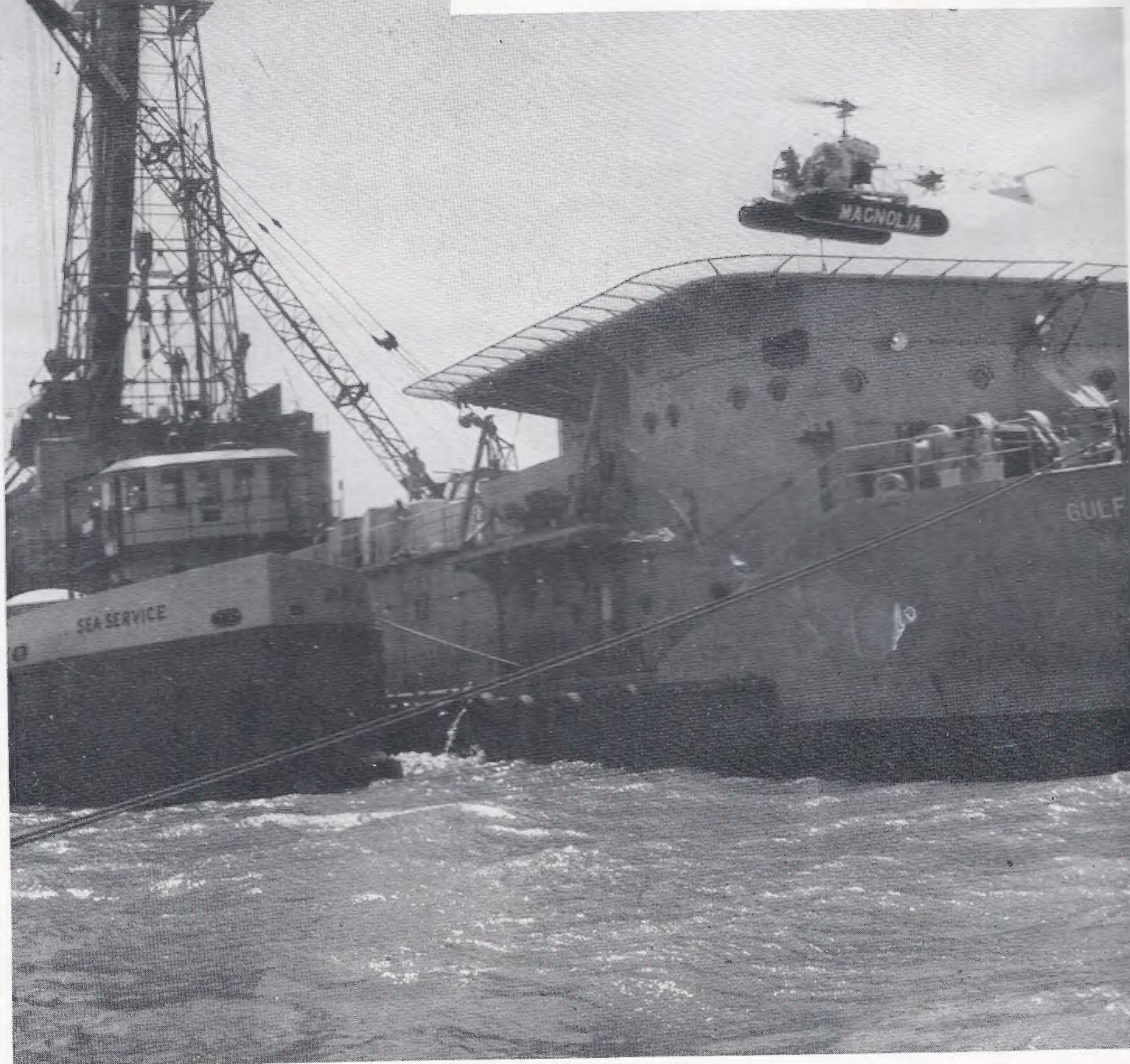


Oil and gas from wells in the Gulf of Mexico are gathered at this central separator battery and then sent ashore through an underwater pipeline 47 miles in length. This unit handles over 80 wells now and last year facilities were added to accommodate 56 more.

Whirlybirds are new oil progress tools

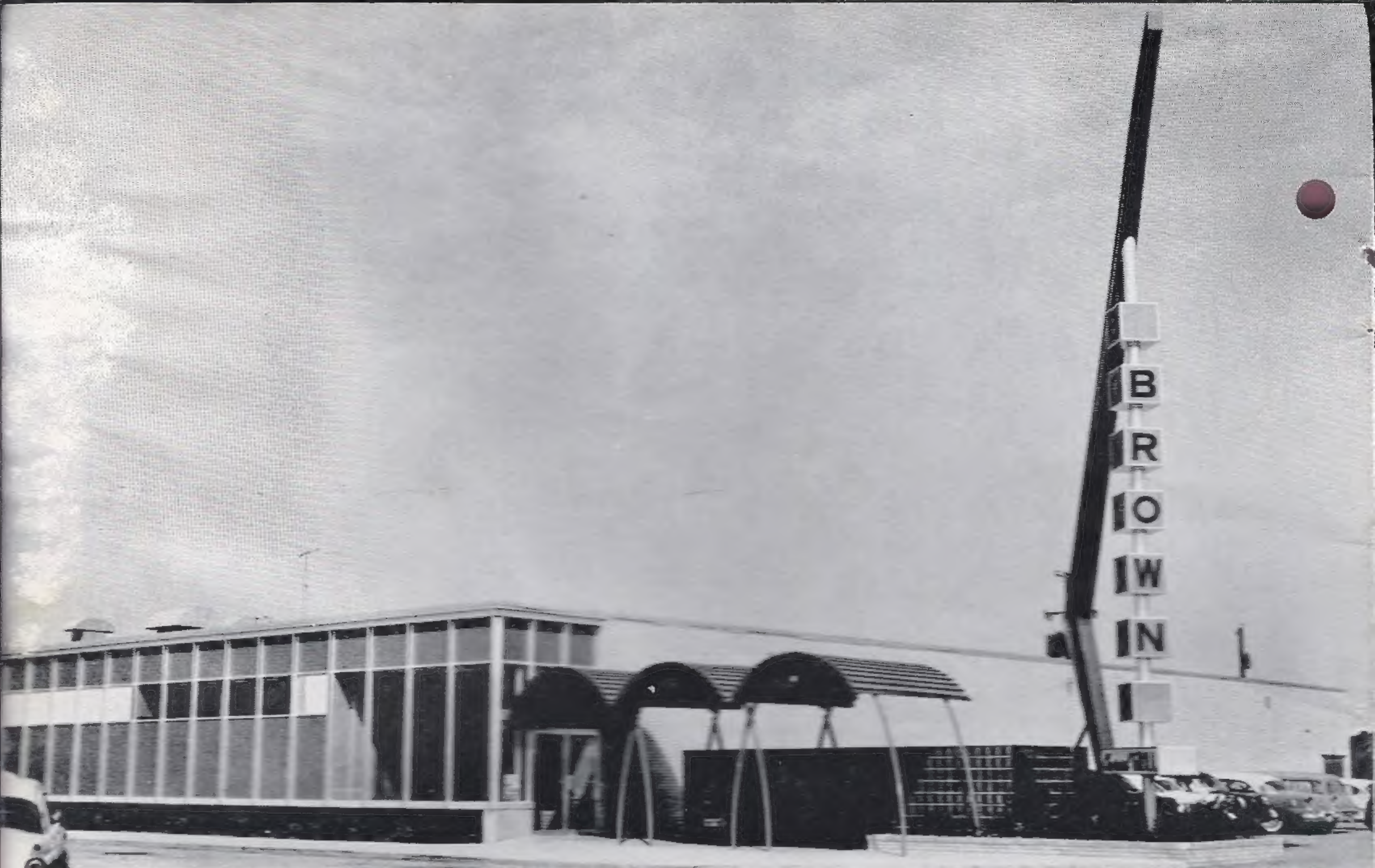
helicopter, to provide speedy transfer of men and supplies to work areas.

With the oil industry carrying out its continual search for new deposits to add to the world's reserve supply of petroleum, new industries will spring up in areas heretofore considered unsuitable for manufacturing and many new products useful to man will be made available.



Helicopters provide quick transportation to offshore locations, like this diesel-electric barge. This was the first drilling barge of this type to go into operation off the

Texas coast. Other barges are tied to the drilling platform to house crews and supplies. Boats are also utilized to move crews and goods to and from the site.



In Orange

Bowling's Better -- Electrically

O. C. Wingard, our Orange commercial sales representative, discusses the new all-electric grill with Manager Chris Shroeder.



Brown's Bowling Alley in Orange, which opened last month, is one of the most modern recreation facilities in our area.

The people of Orange take advantage of this newest pleasure spot in great numbers — even as early as 9:30 a.m. every alley is filled.

Electricity plays a large part in making this form of recreation even more fun. Proper lighting gives the best visibility to aid bowlers in picking up those strikes and spares. Air-conditioning adds to their comfort, and automatic pin setters quickly sweep away deadwood and set up the pins for the next try.

Hungry athletes — or spectators — can get excellent food at the Grill. Here steaks or hamburgers — plus many other foods — are cooked electrically in deep fat fryers, charcoal grill, on the two electric surface units, in the four slice toaster, bun warmer, or cooled in the refrigerator and coffee is constantly flowing from the automatic coffee maker.

So whether you come to eat, or to bowl, electricity makes Brown's Bowling Alley a place to take your pleasure in comfort.

Plain Talks



Port Arthur Has Unusual Customer - -

Dredge Uses 2,000,000 kwh

Two-million, 2 million, 2,000,000 . . .

No matter how you write it, it's still a big number. But, that is the kilowatt hours per month used by the Standard Dredging Company's "Dredge Windham"—the same one that dug the original canal from Port Arthur to Galveston—as it cuts a new channel to make a gentle curve out of a sharp bend in the inter-coastal canal linking Port Arthur and Beaumont.

This unique, all-electric dredge carries a load of 4,500 kva and runs 24 hours a day—three crews working eight hours each. It is estimated that the job will take seven months to complete.

Our Company installed a special substation—one 3750/4687 kva transformer—for the dredge. The "Windham" also carries its own substation, containing two 3,000 kva transformers. The two stations are connected by 1.6 miles of Company line and a 15 kv cable laid across the canal bottom.

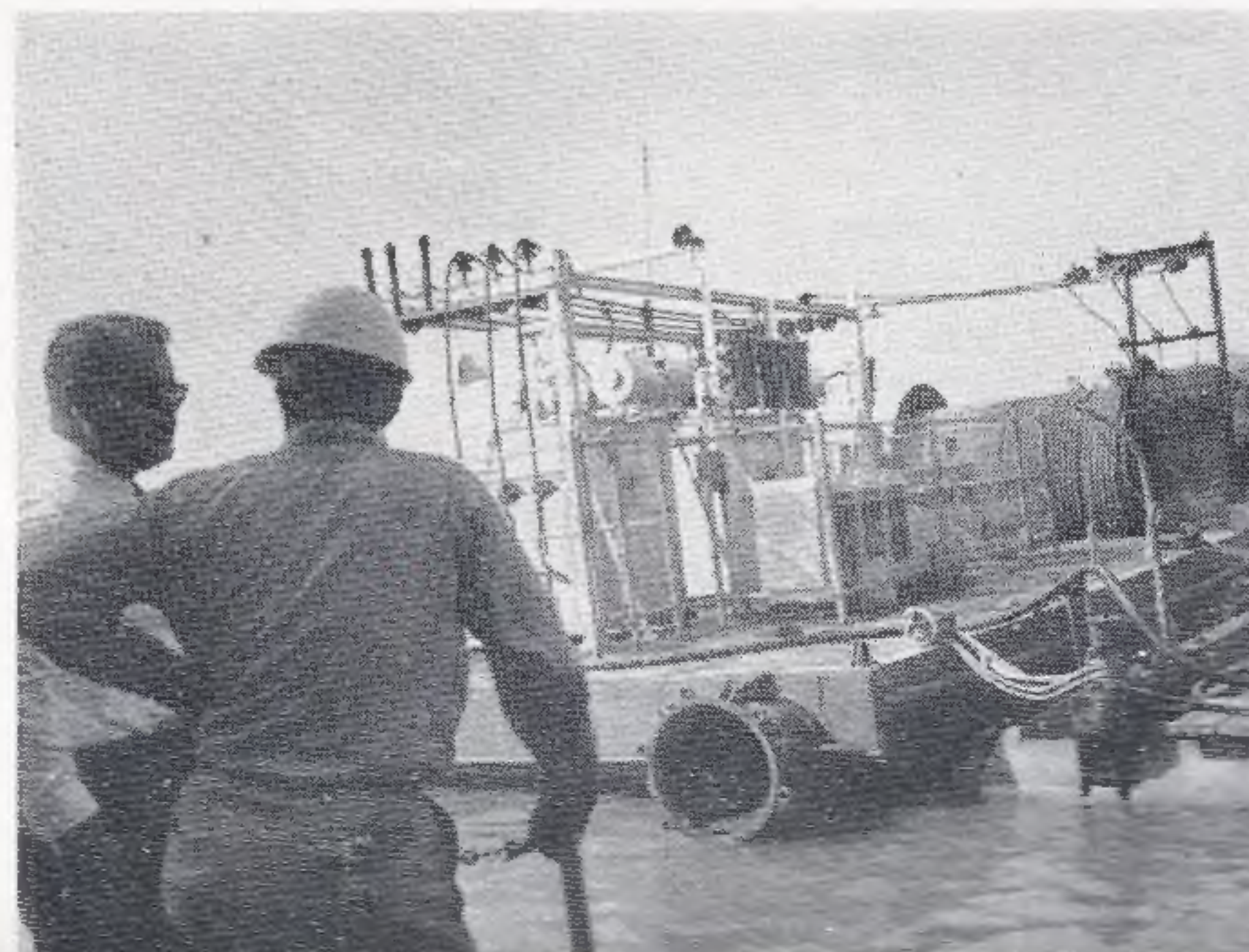
Resembling a giant earth eater, the dredge utilizes a 3,000 horsepower electric motor to run the main pump which sucks up the dirt and water mixture and pushes it through the discharge line to deposit across the channel.

Large cutters are turned by a 500 horsepower motor and the rest of the load is taken by auxillary machinery, lathes, drills and other machinery needed for upkeep.

A unique feature of this operation is the stringing of the discharge pipe on the canal bottom, instead of floating it across the surface on pontoons, to omit breaking the pipe and shutting down dredging every time a ship passes.

Here's another dramatic illustration of how our service helps other industries keep the area we serve in the forefront of the Nation's economic bright spots.

Virgil Shaw, our Port Arthur industrial engineer, and Tom Elder, chief engineer for the Dredge Windham, inspect the barge mounted substation moored aft of the dredge.



Boosey Named To New Position in Purchasing



J. A. Boosey

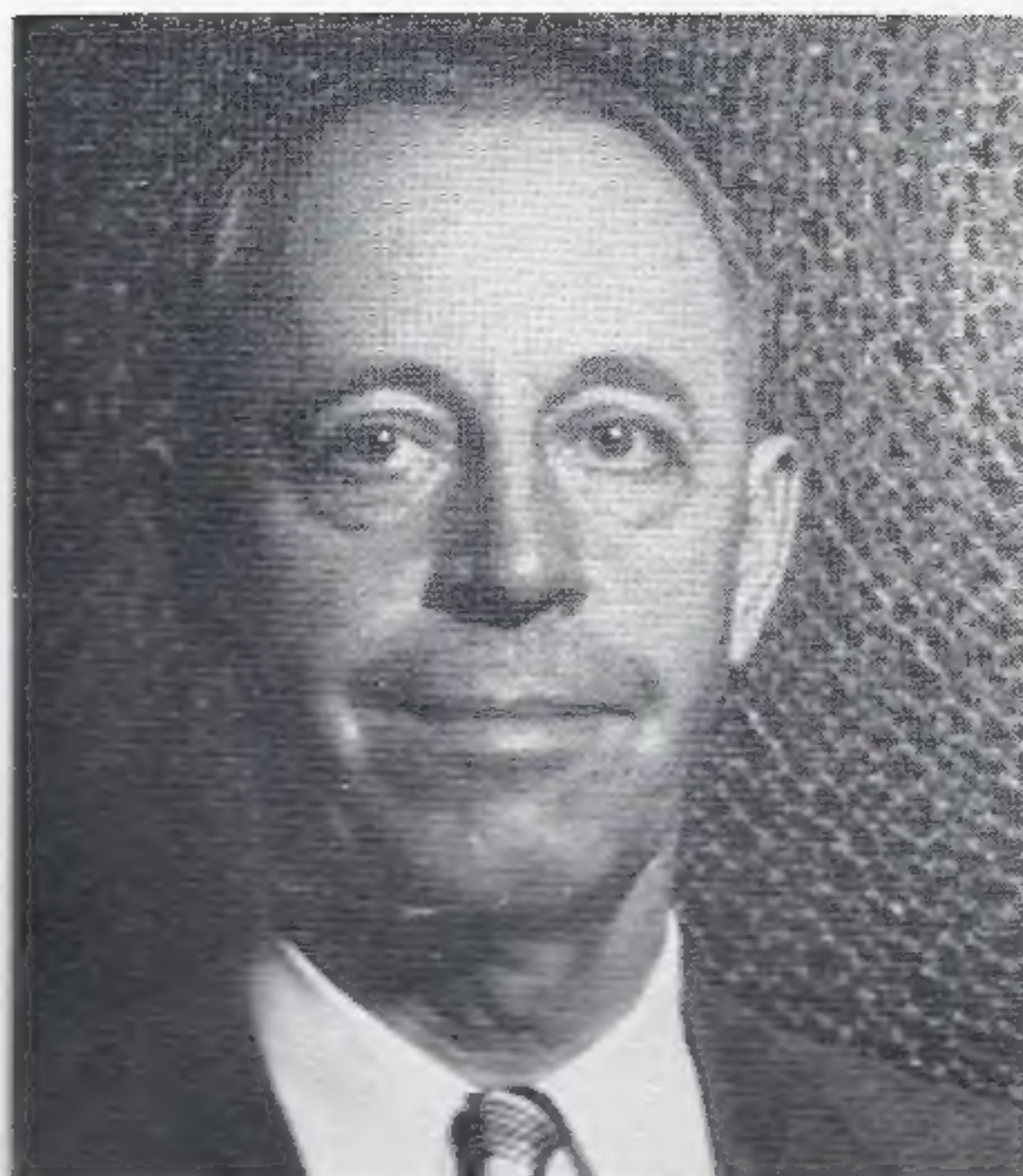
John A. Boosey was employed as traffic supervisor in the Purchasing Department in Beaumont on September 22.

His past experience includes seven years as a rate clerk with the Southern Pacific Railroad Company in Houston and a year and a half with the Magnet Cove Barium Corporation, Houston, as rate analyst.

He completed his high school education at Columbia Military Academy, Columbia, Tennessee, and acquired two years of his college education at the United Service School, Atlanta, Georgia. He also spent two years at the University of Houston, in his major of law and freight traffic.

Mr. Boosey's duties will include establishing a tariff file, auditing freight rates, arranging contacts with the specialized carriers for the transfer of heavy equipment and all other matters pertaining to freight traffic for the entire system, with the work being channeled through the Purchasing Departments in Beaumont and Baton Rouge.

Mr. Boosey's family includes his wife, Artie, and two children, Johnnie, Jr., age three, and Debra, age two.



C. W. Shrigley

C. W. Shrigley Retires After 33 Years Service

Charles Wayne Shrigley, auditor Customer Accounts, retired this month after 33 years of Company service.

Born in Harrison, Indiana, Mr. Shrigley attended the Levenworth High School and went to Indiana Business College for 11 months before he entered the Army in 1917. After his return from the service he completed the bookkeeping and auditing course by correspondence from the University of Texas.

Mr. Shrigley went to work for the Houston Electric Company from 1920-1925, during which time he served as a clerk. In the latter part of 1925 he moved to Beaumont where he joined Gulf States as an auditor. In 1926 he was promoted to traveling auditor and, nine months later, to auditing department clerk. He served in that capacity until 1934 when he became auditor and in 1941, traveling auditor.

Mr. Shrigley was promoted to auditor of Customers Accounting in 1949, the position he held until the time of his retirement.

Auxiliary Generator Supplies Power In Emergencies

Fast and effective communications are never more vital than during a disaster. But, disasters - either natural or man-made sometimes leave communications without their normal supply of power and useless, if emergency sources are not available.

To guard against our systemwide communications being interrupted, a 50 kilowatt diesel-electric generator has been installed by the Communications Department in the garage at our Beaumont Main Office Building.

The unit will automatically start operating ten seconds after the power goes off in the building and will operate until a specified time after normal power is again available, providing power to operate communications equipment, exit lights, stairway lights, elevator lights and elevator shaft vents in the building.

Installation of the emergency power source will further speed up the repair of damage to our power system during emergencies.

NOTICE

The Short Circuit Club will have their annual dance at the UCT Club in Baton Rouge, October 25. Because of the homecoming game between LSU and Florida the starting time is 10 p. m. and it will end at 2 a. m. Music will be by Ed Sanchez and his band.

There are 34 gas and oil pipeline companies operating in Louisiana with 10,136 miles of trunk lines and 3,208 miles of gathering lines.

Power From Atomic Energy?

Not Soon, But Certain

Soon to be released are the papers, facts and figures presented at the recent (September 1-13) Second International Conference on the Peaceful Uses of Atomic Energy. Attending this conference in their attempt to dedicate scientists to a stand against war and for peace were some of the most famous scientists in the world: men with names like Ivanov, Goodman, Pascal, Thonemann, Butler, McCullough, Libby and Takeuchi—men representing many different nations and political backgrounds.

Our Company was represented at this important conference by H. R. Hallock, (Plain Talks, Aug., '58), vice president of the Texas Atomic Energy Research Foundation, which the Company joined in forming last year, and by a Foundation exhibit which included slides of our area provided Mr. Hallock by the Advertising Department.

Security restrictions between national representatives in Geneva were relaxed and a great deal of information was exchanged. This was so, according to Mr. Hallock, because of the growing realization that economical atomic power is further away than a great many (including the scientists) had suspected a year ago. Although the general tone of the conference was optimistic, the consensus held that an enormous amount of co-operative research remains to be done.

Mr. Nelson Visits California's Atomic Group

After receiving an on-the-Geneva-spot report from Mr. Hallock, President Roy Nelson represented our Company at a meeting of the Southwest Atomic Energy Associates in Los Angeles. The 15 electric companies represented in this group (which Gulf States also helped form last year) are underwriting an atomic energy research program through North American Aviation Group.

From his meeting with the research group, Mr. Nelson next met in a conference with other leading utility officials. Part of this three-day conference included an inspection tour of General Electric's Vallecitos Atomic Laboratory, which is this country's largest privately-financed atomic energy research facility.

All in all, from last month's events comes this optimistic outlook: Electricity from the atom is further in the future than was first supposed, but it is still coming, and our Company's efforts have not diminished in this field. Through constant research and with the aid of such conferences as the one in Geneva, we may hope that the result will be two-fold: workable atomic power and . . . peace.



Executive Vice President J. J. Morrison stresses accuracy.

pany in cooperation with scientists from Lamar State College of Technology on various types of condenser tubes and pollution studies of the Neches River. (See page 14.) He added a recommendation that industries in this area unite to purify the Neches. Fouled-up condenser tubes run the Company a lot of extra money every year in operating expenses, Mr. Gurney said.

J. H. Derr, test supervisor at Roy S. Nelson Station, explained the installation of a Central Information System at both Neches and Riverside Stations. In his talk, he said that the purpose of automation is not to replace human employees but merely to free them from tiresome, time-consuming jobs so that they can be trained for better positions in the Company.

In another section of the program, F. Parker Allen, manager of system residential sales, gave a slide presentation of the recent uses of electric heating in homes.

Production Predictions Precise- Or Else!

GULF States' generating capabilities have been projected into the future as far as 1970," said J. J. Morrison, executive vice president of engineering operations and production, in the opening speech of the October Department Heads Meeting; held in Beaumont, October 6; Baton Rouge, October 7, and Lake Charles, October 9.

Mr. Morrison pin-pointed the exacting requirements for long-range planning for construction of facilities with some examples: Whereas it only takes a petro-chemical plant about two years to be constructed and ready to produce, it can require as much as five years of prior planning for our Company to be ready to serve power to that plant! And in order to predict future generation requirements, it is also necessary to predict industrial and population increases.

"You can see that it would be easy to go astray in prognostications of that kind," Mr. Morrison remarked. According to him, load forecasting is "an art, not a science."

What would be the penalty for a wrong prediction? Well, take for instance a small recession—an unpredictable occurrence that can and did reduce our load by 10 percent. Again, a difference of even one degree in seasonal temperatures can alter the load on our system generating plants by as much as 10,000 kw per year!

Other speakers emphasized some of the further problems being tackled every day by the Production Department.

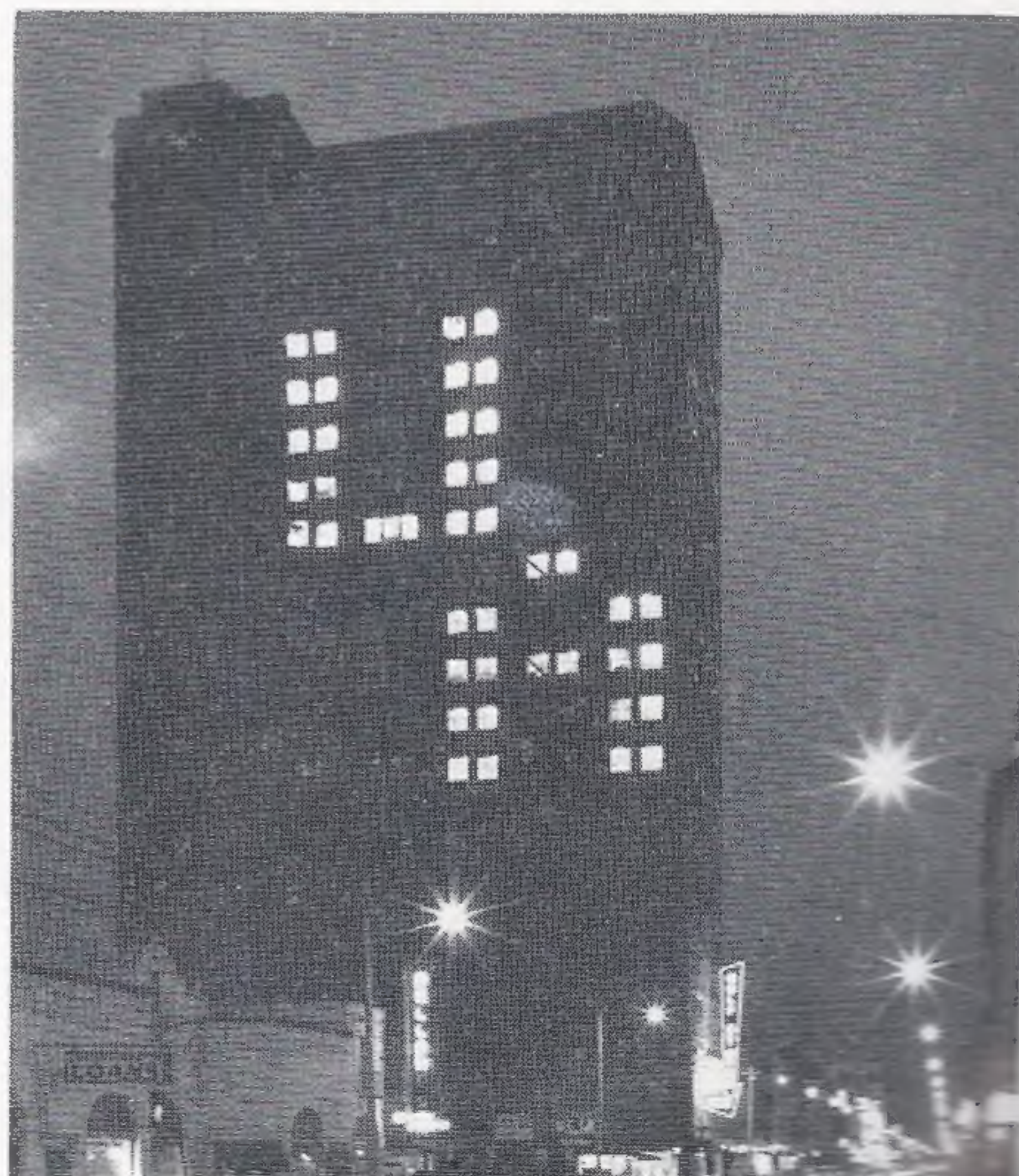
C. I. Ibach, efficiency engineer at Louisiana Station, presented the problem of the failure of a deaerator at the station earlier this year—a mechanical failure which cost more than has any other in the history of our Company.

The difficulties encountered with two new turbo-generator reheat units at Neches Station were explained by H. A. Kluttz, turbine maintenance engineer.

W. B. Gurney, superintendent of results, discussed research studies now being conducted by the Com-

LIGHTING THE WAY FOR UA

A sign of the times is this message calling attention to Beaumont's United Appeals campaign, spelled out on the north and south walls of the Company's towering main office building at Liberty and Pearl. The 100 lighted windows signaled the kick-off of the general campaign on Thursday, September 25, to raise \$644,363 for the support of 30 agencies. UA went over the top October 9.



THE LOAD-BUILDERS



By DON HINKLE

Number three in a series of articles on the people who make up your Company.

LEGEND has it that the first salesman was Eve—who sold to Adam the idea of eating the fruit. At least she used one of the prime techniques of salesmanship: show the customer that he will gain satisfaction from using the product.

The fundamentals of salesmanship have never changed. Today, Gulf States' sales representatives are primarily selling this idea: that by utilizing electric power, the customer—whether he be a home-owner, businessman or factory machinist—will gain satisfaction.

To get that story to the public requires a lot of effort. Company advertising establishes a firm groundwork; the sales representatives take the story to the customer's doorstep.



Sales representatives come in three different styles: residential, commercial and industrial. Together they make up a whole which would be incomplete if one were omitted. Although they operate in different spheres of activity, all serve the company's power products — the electric load.

In the Homes—Comfort

The residential sales representative develops the sales in his area, each town being divided by residential districts. He knows the people who live in his area—goes to church and club-meetings with many of them—and knows the appliance dealers there too. To him, it's the most important area in the division.

Every three months he is assigned a quota or "bogey." Bogies are based on the number of potential sales which he should make in that area during the set length of time. Just as each area competes with the others to get the greatest percentage of electrical appliance sales, so does each of the five divisions compete with the other four. The results are the "Topper" awards which appear monthly in PLAIN TALKS.

The salesman accomplishes his job through his dealers. By assisting them to sell more electrical appliances he makes them eligible for prize money and, if his area does well, he can win a bonus too. Economic motivation plus the pride of accomplishment adds up to produce more sales of appliances to add to our lines.

Some times he calls on customers personally and tells them about the advantages of owning electrical appliances. If they "buy" his "pitch," then he refers them to a dealer, or vice versa.

But more frequently he visits his dealers, invites them to "inspirational" campaign kick-off meetings, helps them plan co-operative advertisements with Gulf States, gives them lists of potential customers and helps them in any possible way he can to make more sales.

However this is not all of his job. He also serves the Company in the capacity of a "public relations" man-on-the-spot. When the first hot breath of summer causes air-conditioners to blast at top peak, it

is his job to visit customers who misunderstand their electric bills.

A "high-bill" complaint involves, essentially, the public's reaction to the Company, and because the salesman deals with individual personalities one of his main qualifications is that he "Must have an even temperament and pleasing personality suited to jobs where patience and tact are essential in public contact."

Ever since he joined Gulf States as a salesman, he has been constantly exposed to facts and figures or rates, temperatures, insulation, engineering statistics and unit capacities so that he is able to converse about them intelligently and understandably.

"I just don't use that much electricity last month; they must have mis-read my meter," the customer may state emphatically.

If the residential representative smiles, pulls out his Rolodex, flip-book notepad and pen and says: "Let's add it up and see what happened."

He wants his day well-spent if he can leave behind a satisfied company customer. Because, after all, that's the basis for our service...

In Business—Efficiency

According to statistics, over 95 per cent of all restaurants use electric gas. How come, if electricity is so much better? That statement comes from a recent report.

He's brought up an interesting point, and it's the commercial salesman's responsibility to provide him with a true and reasonable answer.

Because the commercial representative works with businessmen who own and run restaurants, cafeterias, schools, businesses and clubs, he understands that operating expenses can be a businessman's big headache.

So in his explanation he utilizes this knowledge. He points out that most of the restaurants mentioned in that "95 per cent" figure, purchased their cooking equipment some years back, before they had a chance to study cost-reports on new electric cooking equipment. He also probably points out that many cafeterias and churches are now installing electric ovens, ranges and broilers. For what reason? Because the savings on such equipment lie not in the installation costs nor in a spectacularly lower utility



bill, but in their efficiency and long-term savings in operating expenses.

"For instance," he for-instances, "the electric fry kettle will save you enough in fat-costs alone to pay for itself in 12 months, depending on your type of operation. And by cooking electrically you can cut meat shrinkage 15 per cent . . . Nice enough savings?"

And that's the kind of persuasion that every businessman is happy to hear.

The commercial sales representative operates on approximately the same basis as the residential man. He does not deliver the equipment or collect the money, but once he has sold a customer on cooking, heating or air conditioning electrically, he then refers him to one of the dealers who retail to commercial establishments.

He also serves to help commercial establishments install proper lighting. He knows the proper illumination required for every job from an architect's drawing table to a sales floor. To many businessmen, he's a familiar figure as he patrols the office floor, measuring light-intensity with his foot-candle meter, carefully noting both where shadow-areas fall and where bright reflections can strain the eyes.

After his initial inspection, he discusses the situation with the owner and, if he gets the go-ahead, draws up a lighting layout—all free of charge. He will even secure bids from electrical contractors who wish to install the lighting.

The commercial sales representative offers wiring allowances to those establishments which purchase electrical equipment. This is usually necessary because, as in many a home, most restaurants were not built originally with sufficient wiring for a heavy-duty load. This promotional allowance helps offset the customer's initial cost of wiring his restaurant or cafeteria.

"Perhaps," dreams the commercial representative. "In the future, when 'Gold Medallion' restaurants are built with proper wiring facilities, we won't have to offer subsidies. . ."



In Industry—Time and Money Economy

Probably the biggest buyers of lump amounts of electric power are the many diverse industries in our area. Because there are so many, and because even one large industry—such as a petrochemical plant—can change the status of our generating load—the industrial sales representative serves to stay in contact with these big buyers.

Actually, big industry doesn't move in every day, so one of his main jobs is the electrification of the oil fields in the Gulf Coast area. Due to his efforts, approximately 80 per cent of all producing oil field pumps are powered with electric motors. His work was made easier for him because of the semi-automatic features of the pump itself, which saves the oil producer money in operating expenses (that magic phrase) and requires little surveillance, plus the fact that it costs up to $1\frac{1}{3}$ less.

But it was the industrial salesman's role to carry this story to the oil companies and prove it to them with his charts and figures before the electric pump could be accepted as it has been.

Before a new industry does move in to the area, the industrial sales representative contacts the management. Once the potential load is established, he must make certain that right of way is purchased, poles and lines installed and that the necessary power can be used by the industry when and where it is needed.

The Purpose

Because our country is based on the right to buy as one pleases, salesmen have pumped juice and vinegar into our economy, have given it wealth and purpose. Gulf States' sales representatives fill the same function for our Company.

By making it necessary to constantly increase our generation of electricity, the salesman help the Company to make the most of its capabilities and thus fulfill its obligation to both employees and stockholders. And their continuing promotion of our service is an important factor in keeping the cost of electricity down.





What
Others
Are
Saying

It's Time

To End REA Expansion

A little noticed battle of industrial grants and progress with the amount of federal taxes in this and future generations is being fought.

This is the fight between privately owned electric power companies and the REA co-ops.

Rep. Sam Rayburn of Texas is the father of the co-ops but he did not intend that his child should grow up and become involved in a bitter struggle with private enterprise.

When he introduced the REA bill in 1936, Rayburn told the House of Representatives:

"May I say to the gentlemen that we are not, in this bill, intending to compete with anybody. By this bill we hope to bring electricity to the people who do not now have it. This bill was not written on the theory that we were going to punish somebody or parallel their lines or enter into competition with them."

REA served nobly in providing the service envisioned by its sponsor. It brought electric power to 2,314,000 American farms. It also was responsible in some measure for the electrification of 2,247,000 other farms by private companies, municipalities and power districts.

There is little now left to be done in expanding rural electrification and the demand for such service is decreasing rather than increasing. Farm population in the United States dropped from 30,547,000 in 1940 to 22,257,000 in 1956 and is still going down.

But in providing the service which REA was created to render it was necessary to establish a bureaucracy and these bureaucrats are not content with having fulfilled their original mission of their agency. They are looking for a new field to conquer. Among other things, they are seeking state legislation that will permit them to serve customers inside the corporate limits of towns which have had central

station electric service for years.

This was never the intent of Congress, nor was it the intent of the Texas Legislature in passing the enabling acts for REA co-ops in this state.

These REA bureaucrats also have launched a nation-wide "educational" campaign to gain congressional support of their aspirations for expansion far beyond the limit set by their creator.

This is called the "Rural Electric Minuteman Program." Its mission is an all-out political program designed to convert and expand the REA co-ops into government-owned organizations for the farmers' benefit and subsidized, full-fledged competitors of the nation's electric companies.

The private electric companies are fighting back, however. If they win the portion of your federal taxes going toward expansion of REA no longer will be available for this purpose. If they lose you and your neighbors will be paying taxes for a purpose which was not the intent when they were first levied.

—THE ORANGE LEADER

—PT—

IRS Ruling

Gags Free Enterprise

It's unthinkable that in a free country free enterprise should be subjected to a punitive tax interpretation which penalizes its freedom of speech and of the press to fight for its economic life.

Indirectly this tends to control the press itself by reducing its advertising revenues.

The late Joe Pulitzer editor of the old World, said: "Our republic and its press will rise or fall together."

Business can charge off the cost of advertising its products. Why can't it charge off its right to make its products?

—Houston Chronicle

—PT—

"The government never goes into business, for it never makes ends meet. And that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is actually going on."

Thomas A. Edison

Here We Go Again — Now

It's A TVA For The Northwest

Proposals to use your tax money to underwrite below-cost ELECTRIC POWER for a vast area of the Pacific Northwest are being pushed between sessions of Congress.

The intent is to convert the entire Columbia River Basin, including Hells Canyon, into a kind of TVA competing unfairly with your own and other parts of the country for industrial expansion on the offer of tax-subsidized power. Private power firms, which must pay taxes, would eventually be eliminated.

Hearings will be held this fall in western states by the Senate Public Works Committee. The Chamber will submit its views, keep you advised.

Actually, there is plenty of evidence that private power firms can supply the Pacific Northwest with needed electric energy without more federal help. The utility companies will spend \$325 million for new facilities this year—a record figure. Regional power resources now are being adequately developed by both federal and non-federal agencies. Power shortages, predicted several years ago, have not developed.

The Chamber presented these facts to the 85th Congress, will renew its case when legislation is introduced in the new Congress.

The private power company developing the Hells Canyon area, which public power advocates tried to take over, recently announced its first power production from one of three dams under construction.

—U. S. Chamber of Commerce

—PT—

Farmers Favor Return To Competitive Enterprise

Farmers don't all think alike, and handouts don't always make friends. This may be shocking news to some politicians, who have been operating on the assumption that "the farmer" will stay happy and vote right if the subsidies are generous and regular.

We've been told that people don't like to make their own decisions; that they prefer security to freedom; that they like the idea of an all-powerful government taking care of them from the cradle to the grave. These socialistic theories are rather thoroughly debunked by a recent survey of Farm and Ranch readers. This survey has special significance because Farm and Ranch is an agricultural publication and as such directed to a group of read-

ers who are generally subsidized through price supports and tax advantages.

More than 2,000 readers answered the Farm and Ranch survey, and it turned out that most of them would gladly trade back some of their security for the freedom they used to have. By margins ranging from 72.2 to 87.5 per cent, they approved the following statements.

Farming should return to a free supply-and-demand system as soon as possible and minimum government control.

Cooperatives should be taxed nationally and locally, on the same basis as corporations.

Public utilities should be developed and operated by private companies instead of by the government.

Government should NOT guarantee minimum prices for farm products.

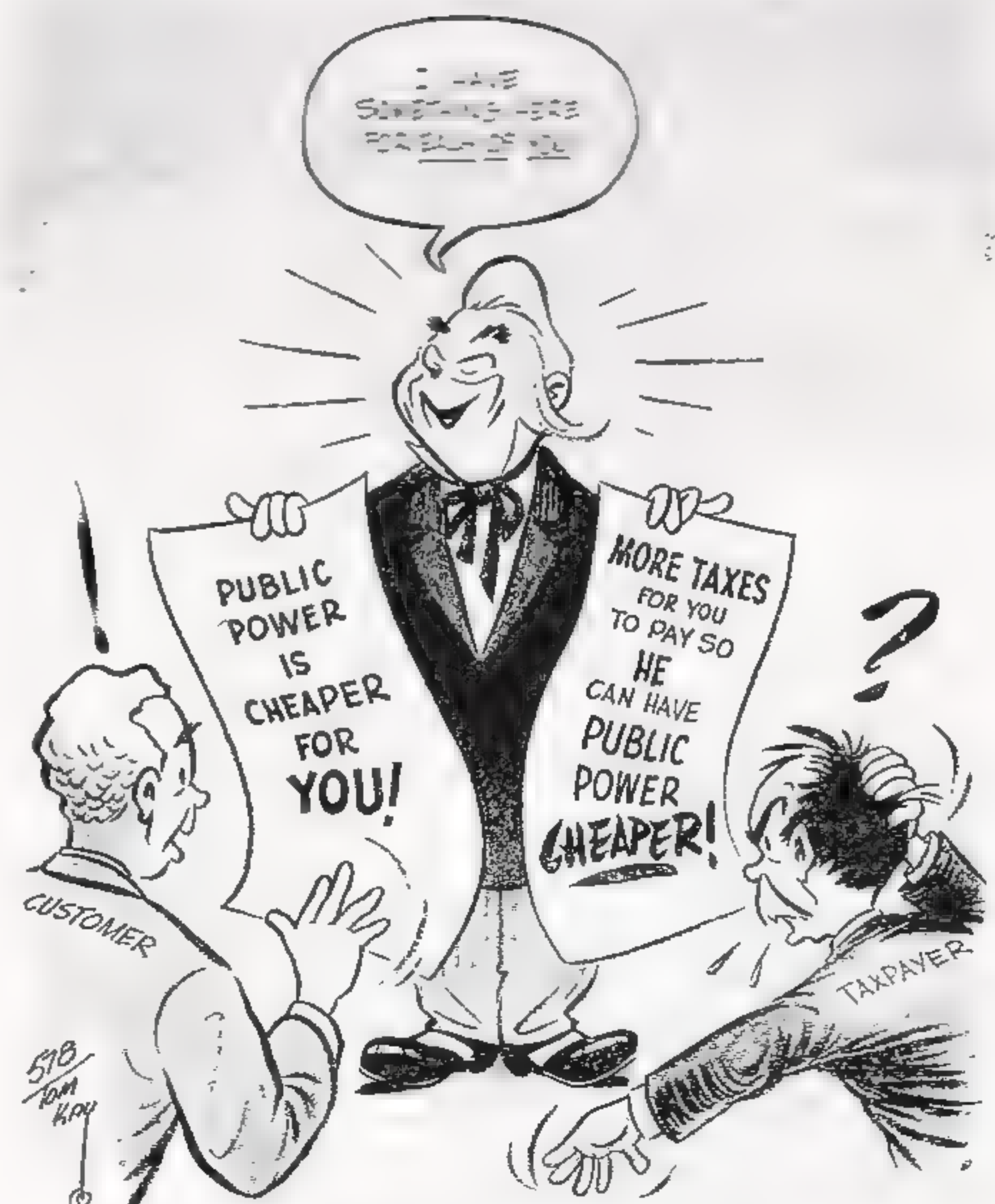
States should not have laws which interfere with free trade between states and federal aid to schools should be stopped.

Federal aid to states means high taxes, waste and federal control. It should be stopped.

—Corpus Christi

CPL NEWS

THE AMERICAN WAY



Socialism -- Sneaky Style

Research Program Wages War On

CORROSION

In Neches Station Condensor Tubes

Not all boats flitting about on the Sabine area's Neches River these days are interested primarily in fishing, water skiing or pleasure cruising. There is one making weekly runs up the river to carry out a special program designed to cut operating costs at our Neches Station, thereby saving customers money.

This program is to study the mineral, organic and acid or alkali content in the river water and determine how best to combat its corrosion and fouling effect on condenser tubes in units using it for cooling systems.

It is a cooperative effort between the Company and the Research Department of Lamar State College in Beaumont. W. B. Gurney, superintendent of

research in Beaumont, heads the program for the research at Lamar. It is headed by R. W. Andrews, director of research, Dr. James Cox, project engineer and Dr. R. A. McAllister, heat exchange engineer.

Water Samples

Sampling is done by three Lamar students accompanied by our Production Department representative, at predetermined points in the river covering an area from the Beaumont Country Club to about 14 mile below Neches Station. They take six samples from each point - two from the banks and midstream - give three surface and three sub-surface specimens. Deposits from the tubes are also studied to de-

termine what material causes major corrosion.

This program's importance is seen when we realize that each unit may contain over 9,000 tubes and use 35,568,000 gallons of water per day. As the deposits build up, the heat exchange is cut and steam isn't condensed as rapidly. This gives less efficiency to the unit for the same cost of operation.

Our Production Department has installed various types of tubes in Neches Station's Number 4 unit - 70:30 Cupro-nickel, 90:10 Cupro-nickel with high and low iron, aluminum brass, aluminum bronze and admiralty with various inhibitors - to determine which alloy best withstands the corroding effect of river water.

This program, like many others carried on by the Company, is designed to ultimately lower the cost of maintenance which helps keep our service one of the biggest bargains available today.



Charlie Lopez, Beaumont Production Department, skips outboard boat for Lamar Tech chemists as they take water samples from the Neches River for testing

High Water ...and Help



INSIDE

Holding some of the tools they used to put Mr. Smith's house in better order are five of the ten Gulf Staters in Mr. Smith's living room. Water damaged the sheetrock walls to a height of two feet. Left to right are Jack Shirley, Don Tingen, W. A. Cain, S. F. Krebs, W. L. "Red" English and Mr. Smith.

OUTSIDE

Fellow workers in the Beaumont T & D Department are helping their friend, Jimmie Smith, put his home in Bor-Ley Heights in shape after it was flooded during the very heavy rainfall of last month. Much of their time was spent hauling away all kinds of debris which had accumulated in the house and yard while Mr. and Mrs. Smith and the children were out. At left, the workers had at some of their handwork, window and door frames.



Beaumont Linemen Are Friends In Need

Last month's PLAIN TALKS cited the esprit de corps of our linemen, in the second of a series of articles about the people who make up the Company. The Gulf Staters above, all in the Beaumont T & D Department, are living proof of the good fellowship and loyalty toward one another exhibited by these folks.

Nearly 14 inches of rain splashed down on Beaumont over the weekend of September 20 and 21, and nearly two feet of water flooded the home of Jimmie Smith, on 7335 Hurley Drive in the Bor-Ley Heights subdivision. The next Saturday, ten of Mr. Smith's friends voluntarily showed up and be-

gan 12 hours of removing debris, tearing out ruined wall and flooring, repairing door and window facings and jacking the walls of the house back in line.

Ten Gulf Staters whom Mr. and Mrs. Smith will never forget are John Beard, Lloyd Bell, W. A. Cain, John Cassels, Jack Shirley, S. F. Krebs, Homer Shawver, Don Tingen, Albert Baird, and W. L. "Red" English.

As the PLAIN TALKS' reporter was leaving, the group asked that mention be made of Mary Lou Collier, Sales Department, Beaumont, who also lives in the subdivision but whose house did not flood. Mrs. Collier worked

with neighbors, washed and dried clothes for many of them in her appliances and helped in many other ways. The men also were high in their praise of Mr. and Mrs. Lee Pickard (she's a former Gulf Stater) and Mrs. Lloyd Priest, wife of the assistant general line foreman in Beaumont's T & D Department. Mrs. Priest furnished a hot supper for the tired men after their long day's work.

PLAIN TALKS proudly salutes all of these employees for their unselfish efforts on behalf of a friend. Theirs was a modern version of the "roof-raising" community projects of our pioneer forefathers.



The Challenge To Free Enterprise

by

Hon. Styles Bridges

Senior U. S. Senator from New Hampshire

Part II

...the complications ...

...it was with the in-
...to uneconomic customers
...of low customer density
...could not economically ren-
... This function REA has fulfilled and
... I am sure you all know the statistics.
... of our farms now have central
... and Rural Electrification is now
... and, rightly so, with improving its

Having reached this stage, the REA co-ops are
turning to new fields which have nothing to
do with original concept of REA. Already the in-
come of co-ops is more than 50 per cent from non-
farm customers such as industry, commerce, and
non-farm residential. Bear in mind that this elec-
tricity is being supplied with the aid of Federal loans
at 2 per cent interest. The electric co-op, therefore,
is in a favorable position to undersell your com-
panies in going after this non-farm business.

A Question of Economics

Though national income quadrupled from 1929
to 1955, Federal taxes increased 23-fold.

The obvious danger of this increasingly high tax-
ation is the aid it gives to creeping socialism. Bear
in mind that Karl Marx predicted in 1848 the
destruction of Capitalism would be achieved by the
destruction of the middle class with the aid of a
highly progressive tax.

Turning to Federal credit activities, today the
Federal government lends directly \$1.00 for every
\$5.00 lent by private banks. The pressure to in-
crease the amount of government lending and to
expand the areas covered seems to be rising.

Firms or individuals who cannot meet the credit
standards of private lending agencies receive an
unfair competitive advantage if they are then granted
a loan by a governmental agency. Thus we see
standards for loans becoming weakened, political
considerations begin to play a part, and the door is
opened for Administration laxities, favoritism and
even corruption.

Government in Business

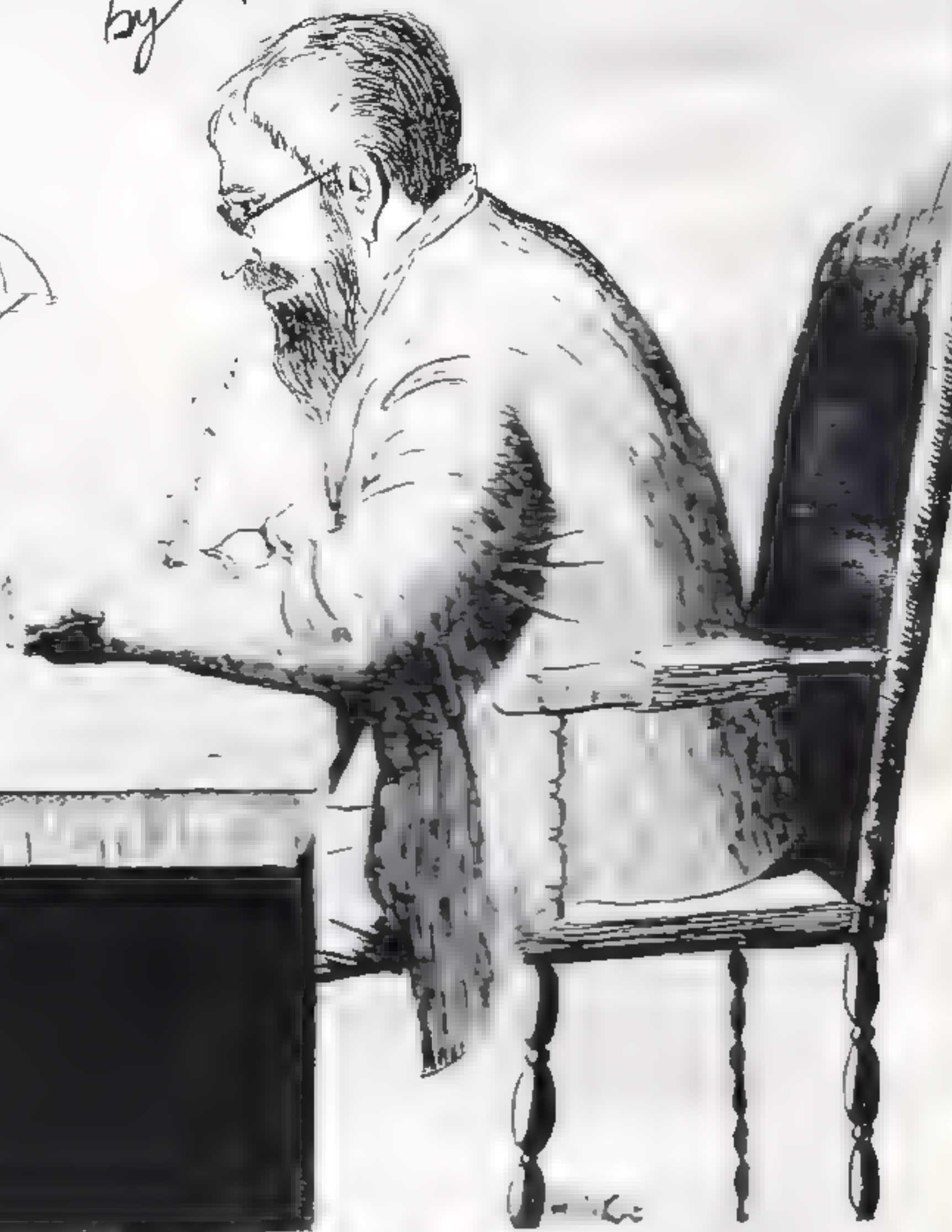
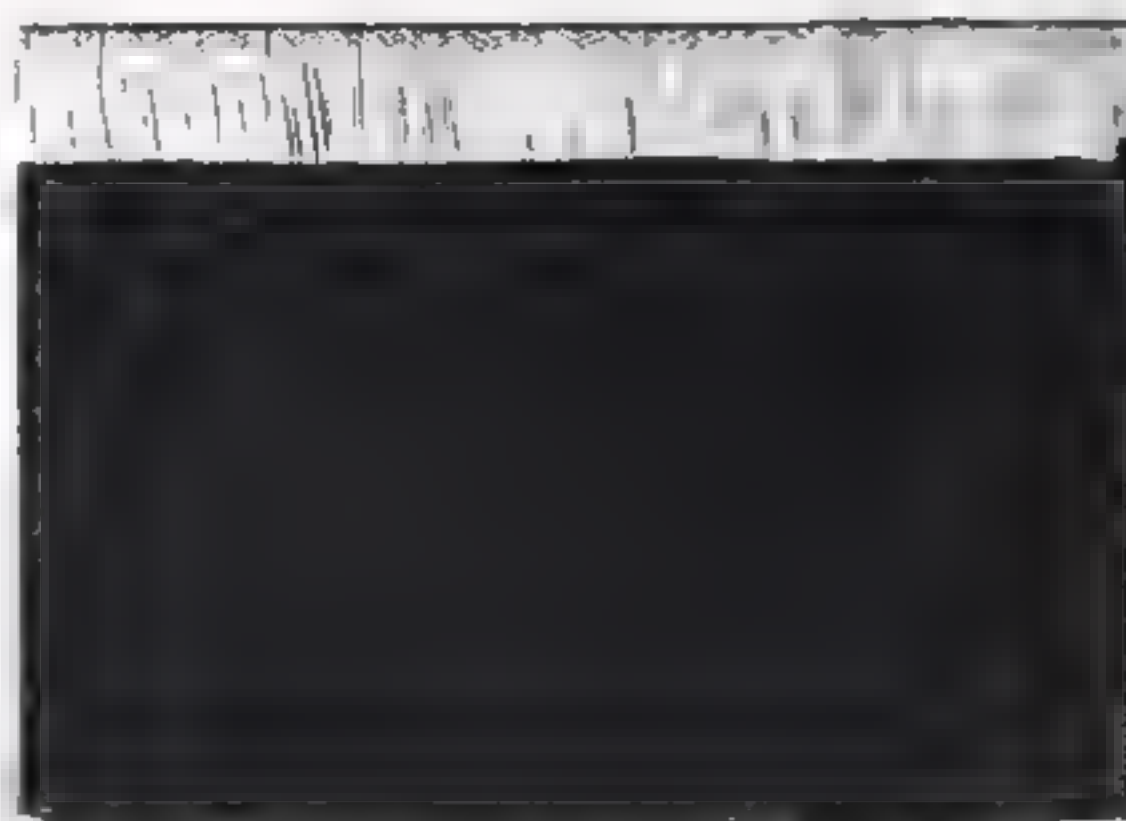
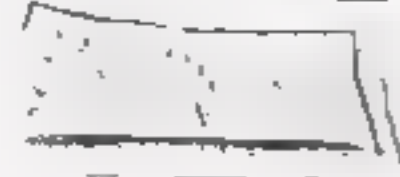
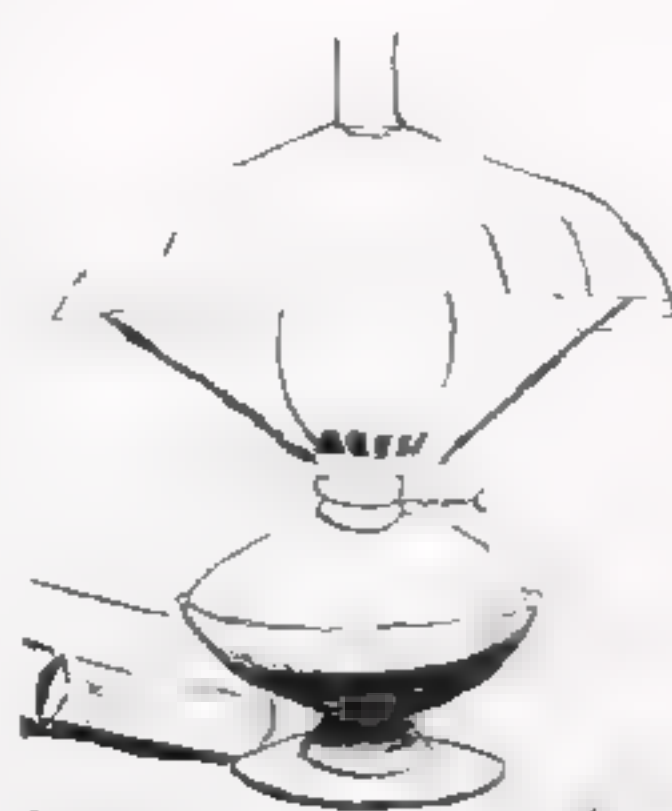
In May, 1956, the Budget Bureau revealed the
astounding information that the Federal government
owned 19,711 business-type facilities which it oper-
ated or contracted with private parties to operate.
The total Federal investment was 11.6 billion dollars.
This is production only for the use by the govern-
ment itself and not for sale to the public. In yet
other fields, such as electric power production, it
competes by sale to the public.

It seems to me that the use of tax money by the
Federal government for activities which compete
directly with its own taxpayers is indefensible.
Such operations, if carried to the ultimate, would
mean government ownership of all the means of
production—we would all be working for govern-
ment.

In my book, that is socialism, and though it is
a hard word to some, let's have the courage to face it.

It is not an easy task to get rid of government
activities, and it is not an easy task to hold the line
against further government encroachment. Neither

Das
Kapital
by Karl Marx



Marx predicted "Socialism by taxation"

is it an easy task to reverse the trend to social-
ism.

You face a terrible struggle. For the proponents
of Federal power are many, they are determined and
they never rest.

When I was first elected to the Senate in 1937,
2.4 per cent of the Nation's electric capacity was
owned by the government. Your companies owned
89.7 per cent and other public bodies owned 7.9 per
cent. In the intervening years there has been great
expansion in the electric industry but a dispro-
portionate share of that expansion has been in the
Federal power field. Last year, 15.3 per cent of the
power capacity was Federal, while your share had
dropped to 75.5 per cent, while other public bodies
owned 9.2 per cent. In 1937, the government owned
1.7 million kw of steam capacity, or 6 3/4 per cent
of the total steam capacity in our country. By 1957,
their share had increased to 13.4 million kw of steam
capacity or nearly 13 1/2 per cent of total steam
capacity.

TVA

Government investment in TVA power facilities
derived from appropriations totals nearly \$1.2 bil-
lion, after repayment of \$175 million to the Treas-
ury.

Whereas power operations were to be incidental
to flood control and navigation in an area roughly
40,000 square miles, today power operations are the
paramount activity of TVA in an area of 80,000
square miles. (to be continued)

SERVICE AWARDS

40 Years



W. H. Gieseke
Vice President and Secretary
Beaumont

20 Years



S. L. Adams
Production
Baton Rouge



G. E. Anderson
Production
Baton Rouge



George H. Hilliard
Sales
Beaumont



H. T. Henriksen
Production
Beaumont



J. W. Minner
Distribution
Port Arthur



R. B. Spafford
Sales
Beaumont

10 Years



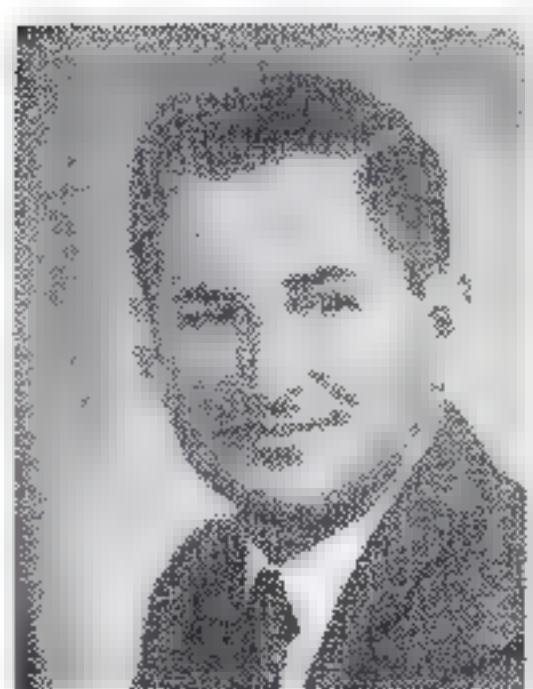
V. H. Bradley
Production
Beaumont



H. G. DeLaune
Sales
Denham Springs



E. P. Guidry
Distribution
Beaumont



N. L. Romero
Distribution
Port Arthur



M. L. Shelly
Distribution
Huntsville



C. W. Turner
Distribution
Conroe

Colored Division

20 Years



S. J. Bell
Gas
Baton Rouge



Asberry Williams
Production
Baton Rouge



One ride too many . . .



"Now take your finger out and say cheese."



No comment necessary.

"SHORT" SHORT CIRCUITERS END SUMMER FUN WITH GALA PICNIC

Like most family-style picnics, the Baton Rouge Short Circuit Club's party which had been planned for the summer put the emphasis on fun for the youngsters. The adults also got into most of the photographs. The adults had a swell time seeing that the children got enough to eat (of the right things) and that they had enough trips on the Kiddie Auto Ride to last them all the year.

Meet Lafayette's Softball Champs



Above is the Company softball team that won the championship in the Lafayette Softball Pastime League. Bottom row, left to right: Horace Trahan, John Landry, Harrison Carlin (linemen), Elmer Sudderth, manager (foreman), Henry Legnon, manager (meter reader), Honore Miller (meterman) and Farley Sarver (T&D helper). Top row: Jim Dowies (supervisor), Joe Dell Duhon, Wilson Meaux (T&D helpers), Joseph Gallet (truckdriver), Edwin Judice (lineman), Horace LaCombe (salesman) and Jeffery DeRouen (meter reader). Not shown are Huey Foreman, William Sheets, Harry Guidry (linemen), Ray Bertrand (T&D helper) and Voorhies Olivier (meterman).



Nederland city officials were invited to be guests of the Company last month to tour Neches Station in Beaumont. They were shown the kilowatt making machinery from top to bottom and ended their visit with a supper at the assembly hall.

3,000,000

Safe Man Hours

Reached-2 In A Row!

At noon, October 7, employees established a record of two million consecutive manhours worked without a lost time accident. All told this year, employees have worked three 1,000,000 manhour periods without lost time accidents.

Also, effective September 19, employees of the three Texas divisions worked one million manhours without losing any time from accidents.

F. W. Jones
Safety Director

HO - HUM . . .

Beaumont Wins Topper Award Again

1958 SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.		
1. Beaumont	78	2	2597	2081	80	1	482	574	119	1	1740	1019	59	1	73	101	138	3	25	158	632	2
2. Baton Rouge	43	4	2791	2211	79	2	518	140	27	5	1870	922	49	3	59	97	164	2	30	377	1257	1
3. Lake Charles	78	2	2081	954	46	5	386	282	73	3	1394	717	51	2	54	34	63	5	20	107	535	3
**4. Navasota	27	5	924	566	61	3	171	199	116	2	620	140	23	5	11	22	200	1	10	18	180	5
**4. Port Arthur	93	1	1307	759	58	4	243	73	30	4	876	417	48	4	28	21	75	4	15	40	267	4
TOTAL	65		9700	6571	68		1800	1268	70		6500	3215	49		225	275	122		100	700	700	

1957

62

8 Mos. 5734

8 Mos. 992

8 Mos. 3248

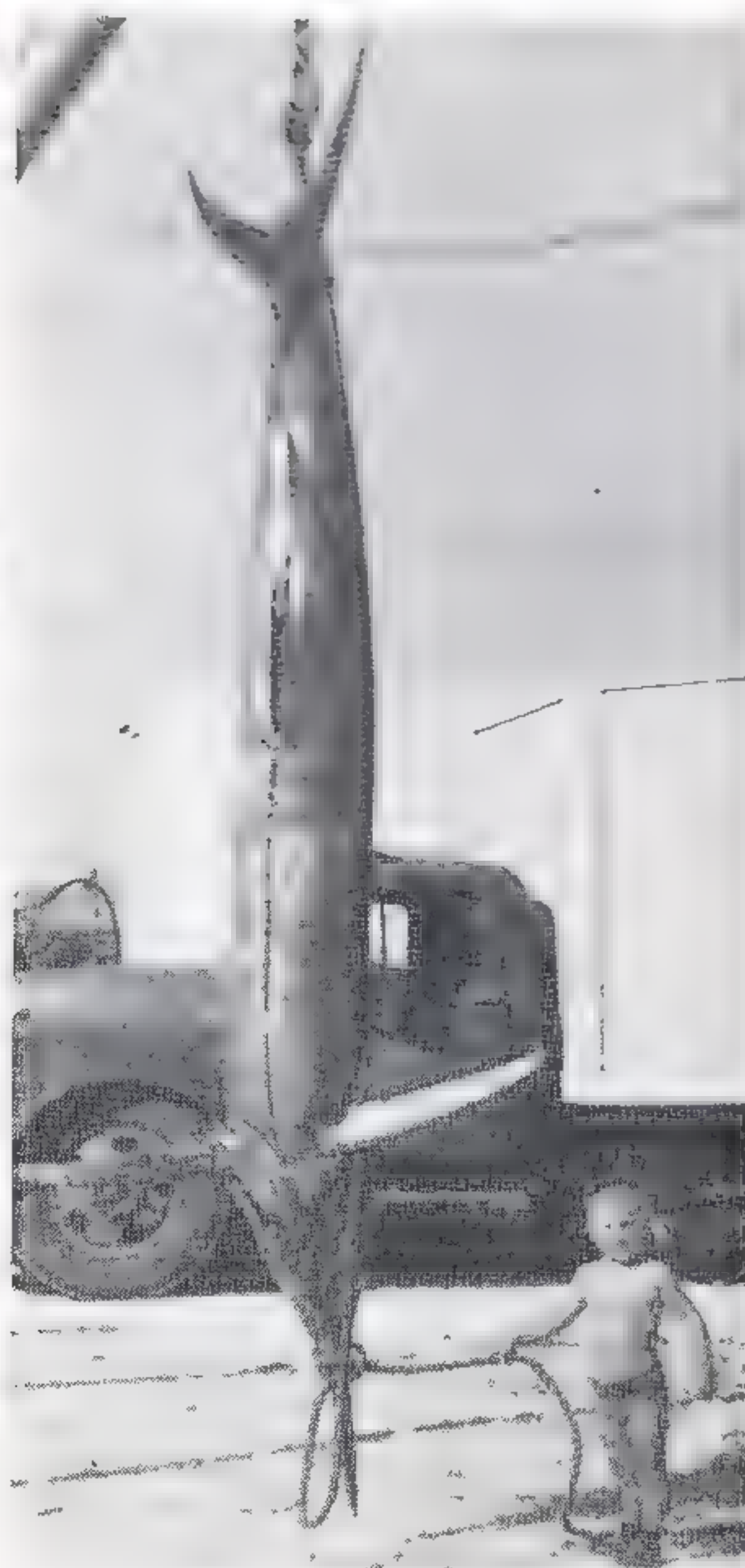
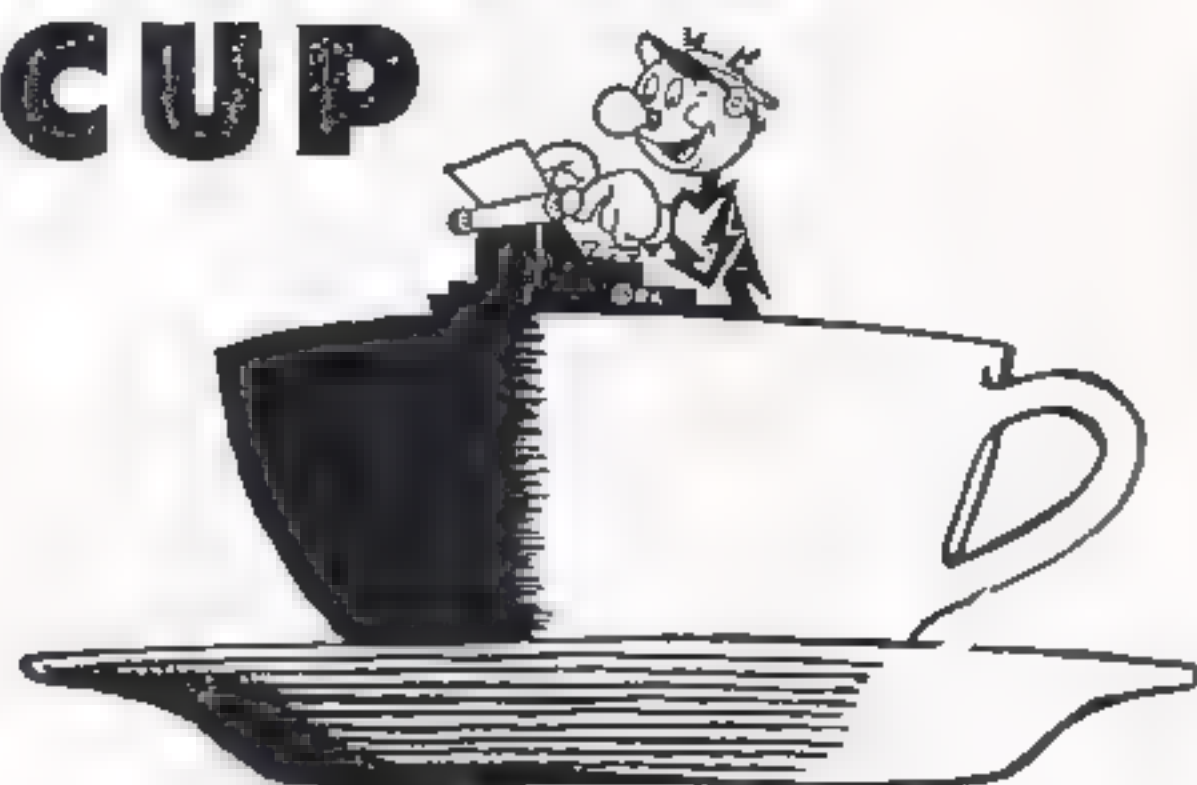
8 Mos. 125

*Monthly Kwh figures are used here but accumulated Kwh figures will be used in determining the year's winner.

Monthly Kwh figures are for previous month.

**4th place tie

over the
**COFFEE
CUP**



Daryl Wayne Chaney, 3-year-old son of Mr. and Mrs. Theodore "Boone" Chaney, Baton Rouge Line Department, is shown holding rope to record-size blue marlin weighing in at 463- $\frac{3}{4}$ pounds, which was caught during the Tarpon Rodeo at Grand Isle recently. The Chaney's caught 300 specks and white trout during their stay at Grand Isle. Daryl's poppa is an expert bowler besides a good fisherman.

October, 1958



Meet Charlene Stine, new stenographer in the Lake Charles downtown offices.



And Magie Trotti, who adds a pretty note to the Lake Charles Division T. & D.



From reading this column, you may get the idea that everyone in the Lake Charles office was on vacation—there were at least two angles off (and maybe some more) and this reporter hasn't heard of the majority of us for some time.

Mr. and Mrs. Ernest Little, supervisor of residential service in Hunt Texas.

Mr. and Mrs. Bill Denson, Engineering Department, enjoyed their vacation in Oakdale, Louisiana.

Pat Sullivan, right-of-way man, and the Missus sampled the fishing at Big Lake, south of Lake Charles.

Mr. and Mrs. Philo East of the Substation Department, have been off on their vacation; we don't know where yet.

Mr. and Mrs. Perry Dickinson, line foreman, were on their vacation too. Perry says that mainly he was doing some fishing.

—By Jack Bass

SULPHUR

Ray Bagwell and his family have recently moved to Sulphur. Ray is appliance repairman for the Sulphur district.

Norma Ray has replaced Mrs. Verlie Gibson as local office clerk. Norma

hails from Arkansas. We're glad to have you with us.

Employees on vacation were Luther Mosier, O'Neil. Luther enjoyed his vacation with friends and relatives. O'Neil chose fishing.

—B. L. E.



Putting the finishing touches on another new front-end unit for a brand new line truck in the Lake Charles Division garage are, left to right, Charles Lewis, Louis Gradnigo and Lyndred Montgomery. New units allow power winches to operate from all angles in heavy-duty line work.

Quotation from Theodore Roosevelt over 50 years ago

"The things that will destroy America," he wrote, "are prosperity-at-any-price, peace-at-any-price, safety-first instead of duty-first, the love of soft living and the get-rich-quick theory of life."

From Reader's Digest, October, 1958



Mrs. Gene Gray of the Purchasing Department and J. P. French, Director of Purchasing, were married October 1 at the First Baptist Church of Port Neches, Texas. The Rev. J. Woodward performed the ceremony. Friends of the couple, R. S. Pace, Purchasing Department, and Mrs. Pace were in attendance.

The happy couple left the same day for a three week wedding trip through the western states including Colorado, Wyoming, Dakotas, Washington, Oregon, Nevada, Utah, Arizona and New Mexico.

The new Mrs. French has resigned her position with the Company and will now take up her full-time duties as a housewife.

Friends in the Company wish them
a very happy future.

Birthday cake was certainly a treat this month. First observing a birthday was the boss, **Mr. French**. Others with birthdays this month were **Jack Watson** and **Mickey Knobloch**.

Three employees are welcomed into the Purchasing Department. They are **Patty Dunaway** and **John Boosey**, new employees, and **Terrell (Butch) Franklin**, who transferred from General Accounting Department.

—By Maxine Thomas

A tour of Smokey Mountain National Park and Northern Florida was included in the recent vacation of Mrs. **Margie Gray**, Credits and Collections.

Mrs. Dorothy Silman, Credits and Collections, enjoyed two weeks of vacationing through Colorado, Wyoming, Nebraska, Kansas, Oklahoma, and New Mexico.

—By Helen Clark

Wanda Larkin, Beaumont Billing Department, left October 17 for Seattle, Washington to join her husband, **Pat**, who has taken a job with Boeing Aircraft in the pilotless aircraft division. Wanda has been with the Company seven years, and the many friends she has made wish the both of them the best of luck.

Sue Alford, Mary Snowden and Loretta Wells of the Stencil Room surprised Martha Ealy with a bridal



The sparkling lovely above is Miss Cynthia Marshall, daughter of Mrs. Gulah Marshall of the Beaumont Records Management Department. Cynthia appeared in the class annual of the French High School, Beaumont, this year as Sophomore Beauty Queen. Long live the Queen.

shower. Martha and **Dwain Morrison** were married October 11 in the First Methodist Church of Nederland.

There's nothing like a good show to pep up people, say **Tommie Byrd, Mary Jo Smith and Shirley Bonner** of Beaumont Billing Department, who went to Houston September 20 for the Ice Capades.

Dolores Gaza was given a stork shower by **Nan Blanchette, Billy Andrews** and **Bobbie Harvell** of Customers Accounts Department on October 3.

—By Dora Porter

The Beaumont Engineering Department welcomes new employees **Mary S. Hearnberger, H. R. Johnston, Jr., Lynnwood M. Clark, Jr., Jimmie D. Cypert and Maxine M. Russell.**

—By Nadine Hester

Nell Wilkins and husband spent their vacation in Dallas and Fort Worth visiting friends and relatives. Nell is employed on the Beaumont sales floor.

Dick Landry also attended the Illuminating Engineering Society's National Technical Conference in Toronto, Canada, during August. The conference gave a first-hand look at some of the most important technical and research advances in the lighting field. Mr. Landry, our system lighting engineer, said after talking with many

F. Parker Allen, sales manager, Beaumont, serving as foreman in Beaumont.

 $-B_1 M^{-1} S$

Mrs. Helen Mullins was the prize of a crisp \$1,000 bill Mrs. Mullins is the mother Tolar, Beaumont Building Main

SILSBEE

Wedding bells rang recently for **Mr. and Mrs. A. G. Mashburn** of Silsbee. Mr. Mashburn is an engineering assistant in the Silsbee offices. His bride is the former **Mrs. Grace Daniel**.

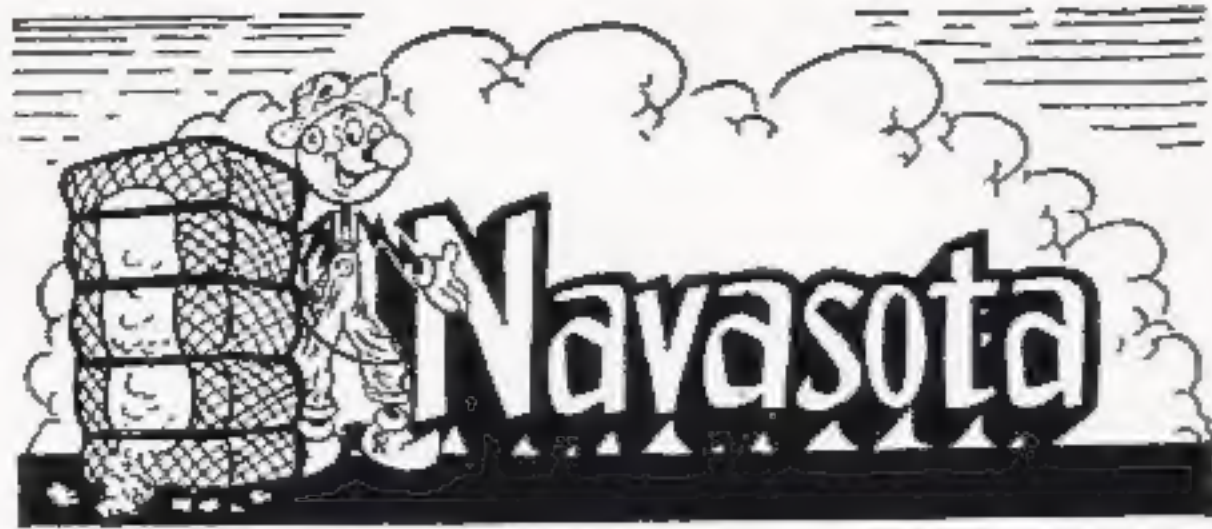
E. S. (Jiggs) Wall, of our Silsbee office, spent his vacation sunning in Florida and then spent some time visiting with relatives in Beaumont.

Employees in our Woodville office had a social at Kirkley Springs, August 29. Thirty-five employees and their families ate barbecued chicken.

—By Doris C. Cryer



Calvert District is proud of the growth of things in this part of the territory. This picture of Lee Roy Butler, T & D Department, holding the bunch of mustard greens is one of the ways of proving it. This bunch was 27 inches long by 20 wide. They are good to eat, the man says.



John B. Foerster, son of **E. H. Foerster** of our Navasota Substation Department, has been appointed brigade public information officer with the rank of cadet 1st lieutenant for the fall semester in the Corps of Cadets at Sam Houston State College, Huntsville, Texas.

Cadet Foerster is in his fourth year of the ROTC program, and will be commissioned a 2nd lieutenant in the Army Reserve upon graduation.

He is majoring in speech at Sam Houston and is president of the Sam Houston Players, 1st vice-president of the Esquires and a member of Alpha Psi Omega.

Lynn Werner, 11-year-old granddaughter of Huntsville District Superintendent **R. T. Wright**, keeps her eye on the ball as she catches for the Huntsville All-Star girls soft-ball team. Lynn brought other honors home from the Junior Olympics, too. She is the daughter of Mr. and Mrs. Robert Werner of Huntsville.



HE WASN'T NERVOUS

Recently, an oil company executive was so delightfully confused when he became a parent that he sent out cards saying: "Have a father on me. I'm the baby of an 8 pound cigar."

Mr. and Mrs. Jack David announce the birth of a son, **Jack Michael**, at the Hardin County Hospital, September 6. Mr. David is in the Silsbee Sales Department.

Mr. and Mrs. Robert Matkins announce the birth of a daughter, **Josette**, born September 23. Mr. Matkins is in the Woodville T & D Department.

Mr. and Mrs. Don R. Miller of New Orleans announce the birth of a daughter, **Suzanne Adele**, September 4. The grandfather is **P. J. Guelfi**, Beaumont Engineering Department. Mrs. Miller is the former Sarah Guelfi.

Mr. and Mrs. Harold E. Newland announce the birth of a son, **Rory Eugene**, September 13.

Mr. Newland is a clerk in the General Accounting Department in Beaumont.

Mr. and Mrs. Peeler O. Davidson announce the birth of a daughter, **Miriam Joann**, September 11.

Mr. Davidson is employed in the Baton Rouge Line Department.

Mr. and Mrs. Reginald Sydow announce the birth of a son, **Larry Neal**, September 3. Mr. Sydow is employed in our Navasota T & D Department.

Mr. and Mrs. George W. St. Julien announce the birth of twin sons, **Merle Thomas** and **Earl Timothy**, born September 21. The St. Julien's have two other children. Mr. St. Julien is in the garage at Lafayette Substation.

Lt. and Mrs. Gerald L. Mouton, USAF, announce the birth of a second child, a son, **Guy Gerald**, born on September 18. Mrs. Mouton is the former

Jane Ann Comeaux, ex-Gulf Stater and Plain Talks reporter. The Moutons are stationed in Texas.

gulf staters in the news

Guy Miller, System Engineering Department, Beaumont, has been nominated for the office of Texas delegate for the Louisiana State University Sabine-Neches Area Alumni Association. And **Jim Turner**, supervisor of publicity, Beaumont, has been appointed publicity director of LSU's Sabine-Neches Association.

R. A. "Dick" Landry, system lighting engineer, was guest speaker for the North Baton Rouge Lions Club last month. Topic of Mr. Landry's talk was "Incandescent Lighting."

A. W. Hastings, assistant to the president, Beaumont, spoke on atomic energy to members of the Woodville Rotary Club last month at a regular meeting.

Vic Norvell, Woodville district superintendent, was in charge of the program and introduced Mr. Hastings.

J. E. DeJean, advertising supervisor, Beaumont, was elected president of the Advertising Club of Beaumont at their regular meeting last month.

R. J. Robertson, production superintendent, Baton Rouge, was elected vice president of the Baton Rouge Chamber of Commerce at a meeting of the board of directors, September 11.

PLAIN TALKS EXTENDS SYMPATHY TO:

Murphy L. Guidry, substation operator, whose father and mother were killed in an automobile accident on September 28.

Mrs. Renix J. Broussard, whose father, **Mr. Joe Dradge** of New Iberia, died recently. Mr. Broussard is a line foreman in Lafayette.

E. H. Foerster, Navasota Substation Department, whose stepmother died August 26.

TRADING POST



For Sale or Trade: Poker table-top, fine condition—seven-seater. Has wells for chips, cards and glasses. Finished in green-and-white plastic and felt. Fits nicely over any table. \$15. Or make an offer. Don Hinkle, Publicity Department, Beaumont.

Wanted: Small group of fun-loving Gulf Staters is interested in leasing marsh-land for duck hunting in Chambers or South Jefferson Counties. If you have a site, please contact Herschel Campbell, Advertising Department, Beaumont.

THE TRADING POST

"Plain Talks"

Beaumont, Texas

Safety Equipment Given Ridged Pre Use Tests

Our System Engineering Test Department works very closely with the Safety Department in proof testing various types of protective devices, such as lineman's gloves and the electrically insulated hard hat.

Before the Safety Department recommends a protective device to the Company, numerous tests and checks are made to insure that the device does protect against accident hazards that could seriously injure an employee.

Because of these tests, when an employee uses a safety device he can be confident that it will do the job of protecting him that he and his family deserve.

QUICK THINKING AND GOOD TRAINING PAY OFF—



While eating lunch, Cleveland lineforeman E. L. Hegwood became choked on a partical of food lodging in the air passage to his lungs, completely cutting off his air supply. Acting quickly to save his life, fellow crewmen applied heavy pressure to the lower shoulder blades and the upper abdomen, forcing the food particle from the passage. This action probably saved the life of Mr. Hegwood. Members of the crew are (left to right): E. L. Hedgewood; Barkley Lilley, helper; J. M. O'Neill, truck driver; S. D. Wells, Jr., lineman; Wayne Allen, helper; B. Z. Masters, lineman and (not shown) J. W. Jackson, lineman.

THRIFT PLAN

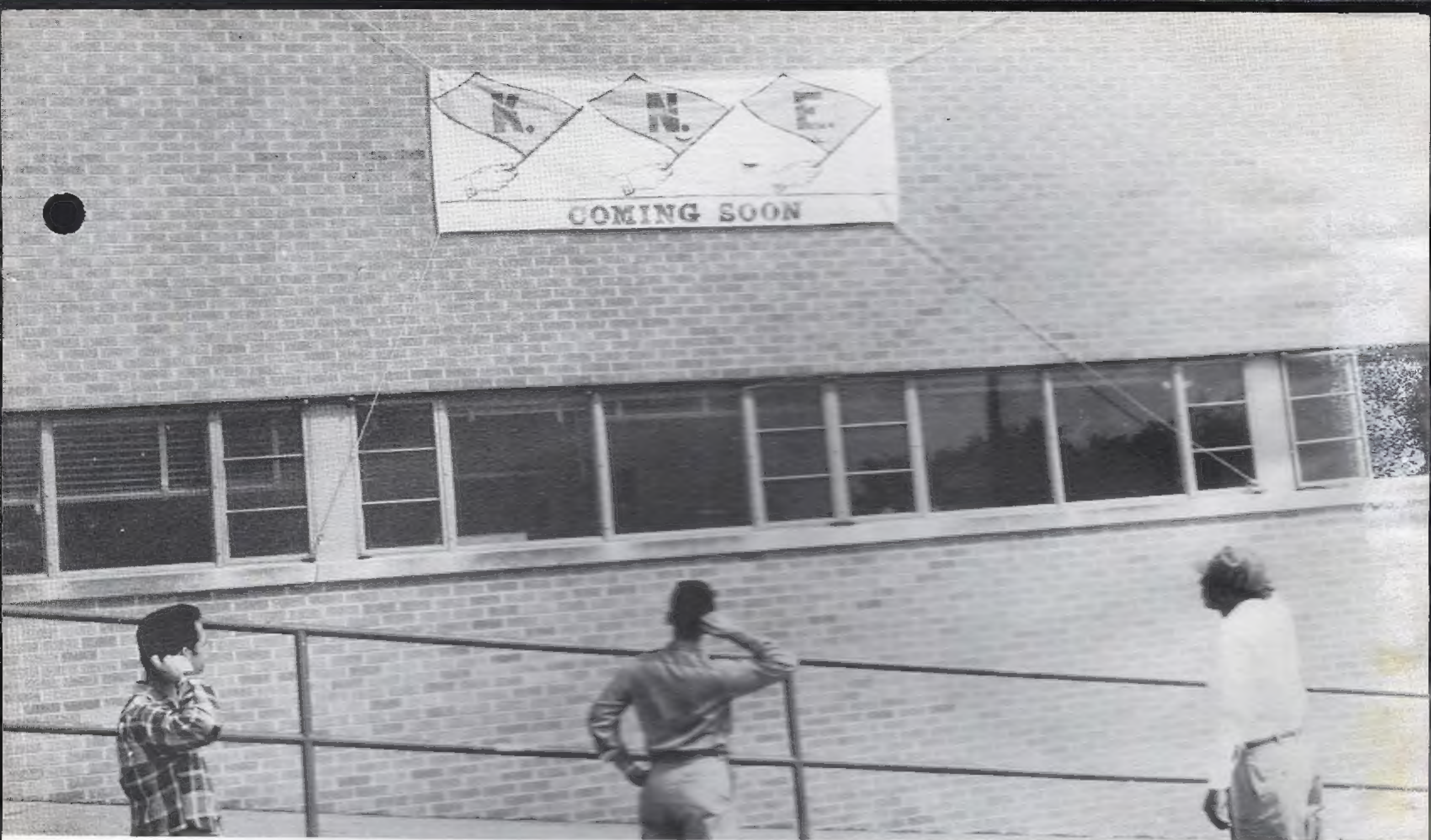
Purchases of Company stock made by the Trustee during September covering employee deductions and Company contributions through August were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost Per Share
Common	774	\$35,600.58	\$45.99559
\$4.40 Preferred	84	7,812.00	93.00

The Trustee deposited \$20,623.24 with the Savings Department of The First National Bank.



Anthony DalSasso, builder and owner, checks plans for his new all-electric 18 unit apartment buildings with Vornado representative Jack Saner. These apartments, the first in our service area, are scheduled for completion by November 15.



K N E — Three employees at our Beaumont Service Center scratch their heads in puzzlement at what the meaning of the banner could hold in store for them.

Safety Department's

Contest In Seventh Month

Case Number 7

This is a typical accident that happened to Gulf Staters during the month of September.

"While dusting pumps and motors in a pump house, dust and trash blew into my left eye."

How can this accident be prevented?

HOW TO PREVENT "LOW VOLTAGE SHOCK"

Winners in the Safety Department's September contest are:

H. T. Buckalew, serviceman 1st class, Lafayette— To safely do this job, I would see that all energized conductors are properly covered up with protective devices and that I was working in a safe position on the pole where I would not have to over-reach."

J. R. Flynt, serviceman 1st class, Huntsville— "To prevent this accident from happening to me I would always get into a safe position below the energized conductors, carefully examining the pole

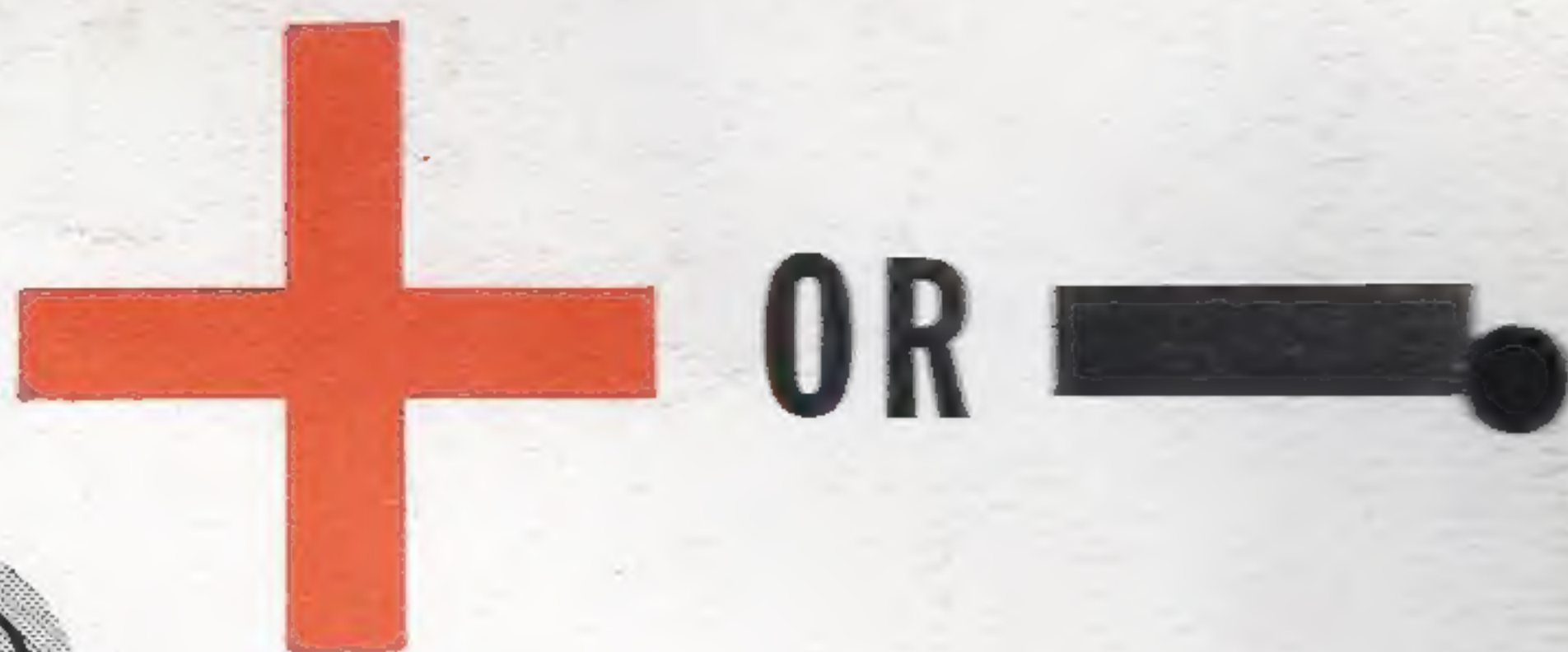
to find this safe position, then I would cover up all energized conductors completely."

Jack Shirley, service foreman, Beaumont — "The safe way to do this job is to always cover up energized conductors. Stay below the work whenever possible. Be sure to remember your protective devices are meant to be used for your protection."

W. L. Parker, Service Department, Baton Rouge— "To begin with, it sounds as if it is a simple job to install a new service on a pole. However, as you know, if the proper procedure is not followed it can turn out to be a dangerous job, possibly a fatality.

"As we all know, there are more fatalities on low voltage lines than high voltage lines. Therefore, we should take all precautions not to make contact with any energized circuits. I would like to suggest that we use our hand lines, use rubber goods to cover up, and be sure to use our rubber gloves."

J. S. Rougeau, service foreman, Orange — "Cover up the work area with rubber protective devices except where the actual connection is being made. Never get into an unsafe position on the pole."



How many
Friends
 /
Enemies

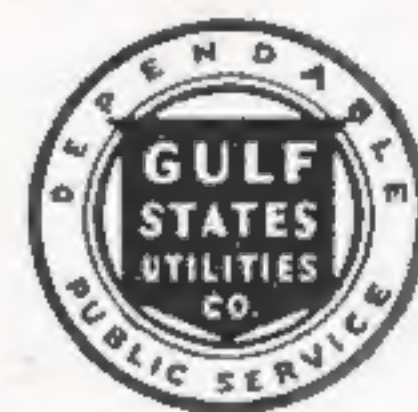
Did
your
Driving

Make For the Company

Today ?

The Company leases for its use approximately 760 cars and trucks. To maintain good service these vehicles operate on the highways and byways throughout our system day and night and are constantly in the public's eye.

Most of them are plainly identified on both sides by the Gulf States shield and each truck is distinctly painted green and orange.



No doubt about it, these vehicles are "Gulf States" to all who see them.

When you drive a company car, and people see you, does that symbol become a *good* one or a *bad* one in their eyes? Traffic courtesy, the kind that's governed by good manners as well as laws, can win new friends for our Company every day.

It's something to remember...next time you're driving.